

# LIFE

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FIRST OF THREE PARTS



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20 CENTS

JANUARY 10, 1955



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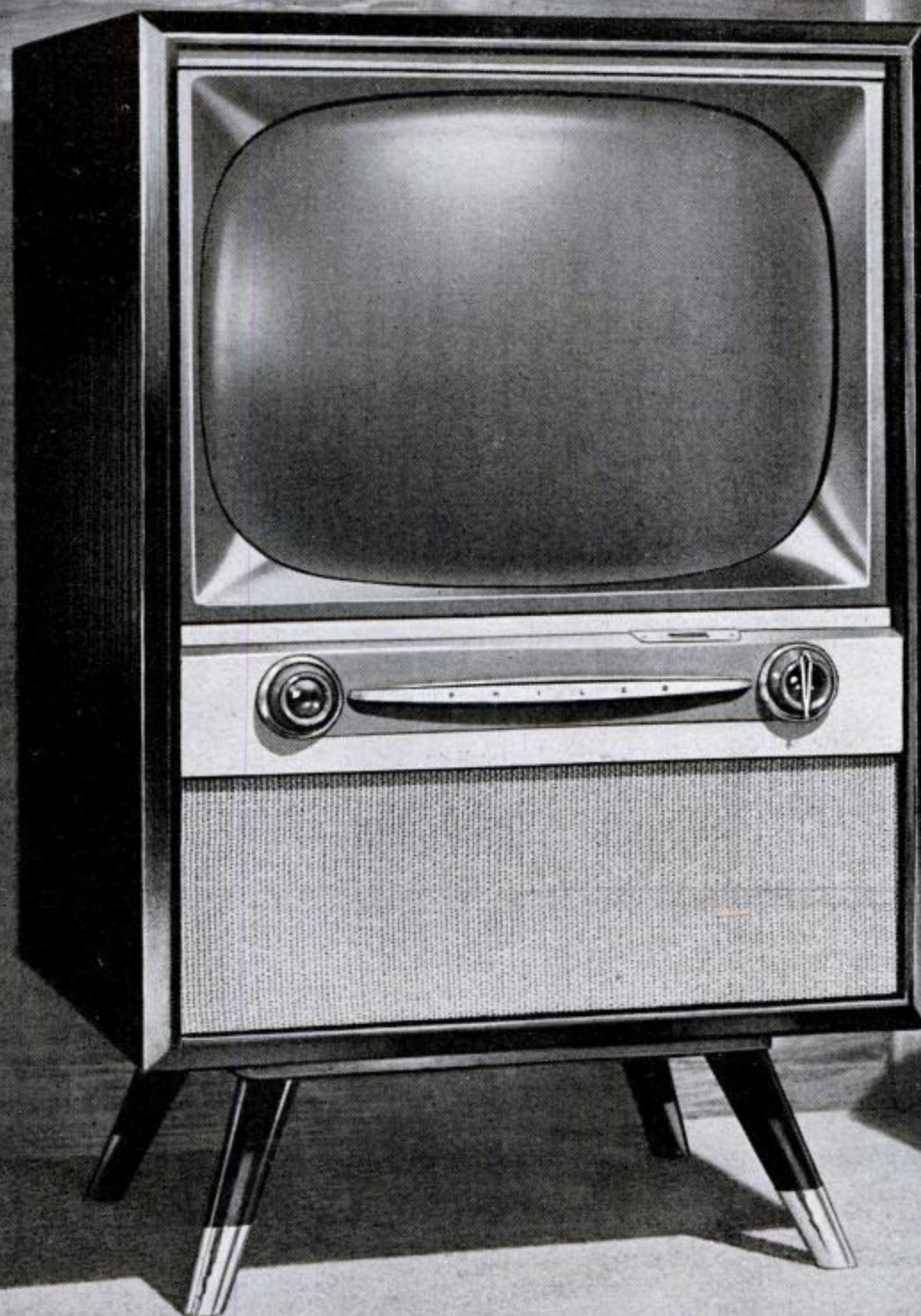
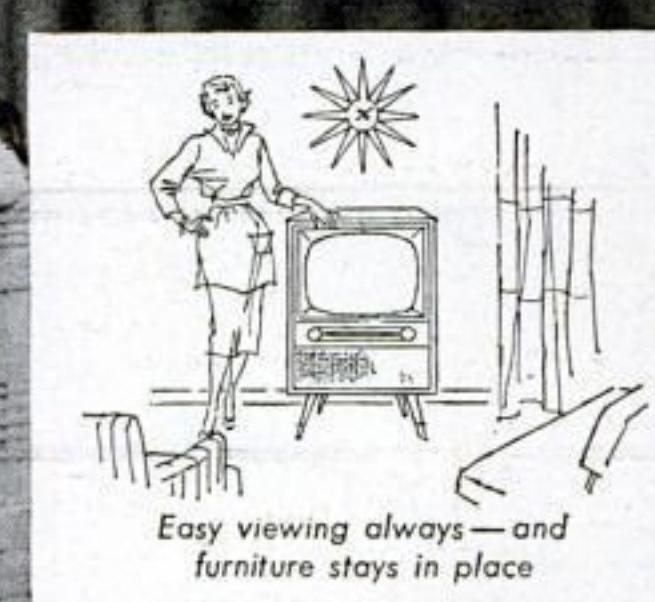
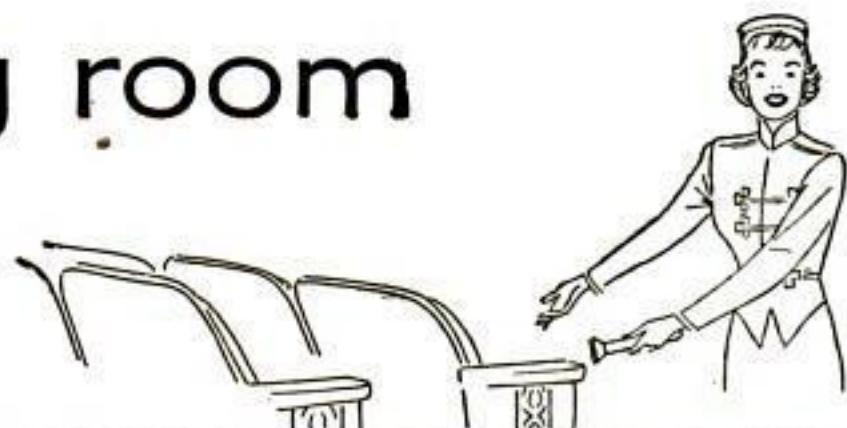
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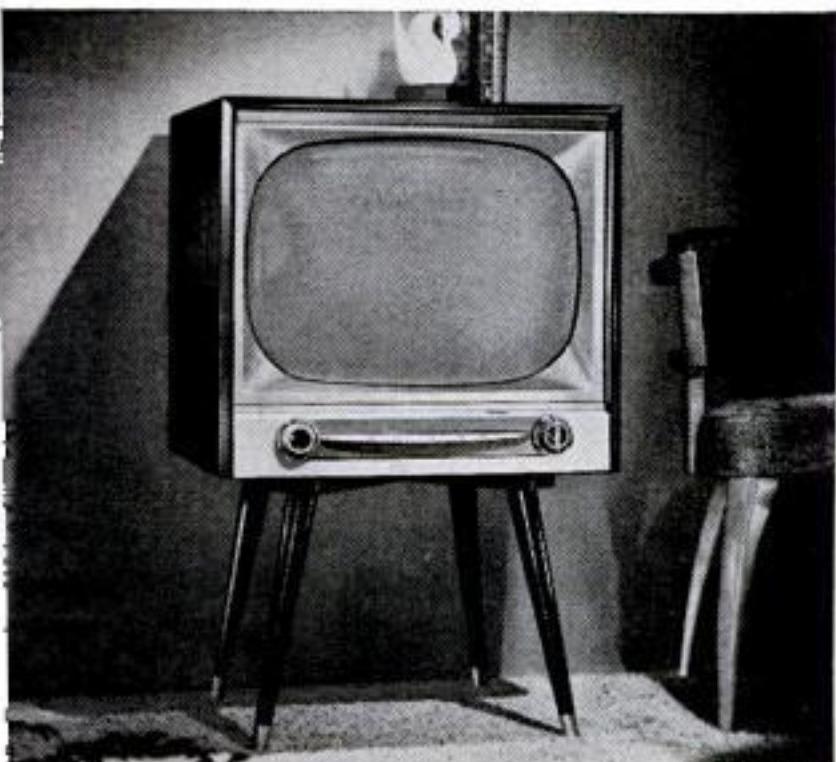


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# LETTERS TO THE EDITORS

## A GREAT POPE

Sirs:

Your cover story ("Years of a Great Pope," LIFE, Dec. 13) calls Pope Pius XII a great pope. Just before I obtained my copy of LIFE I had been re-reading the Pope's radio address of last July on one of his predecessors, Pope St. Gregory VII. In this address he said, "Indeed, if the greatness of a pope is to be measured, over and above his personal holiness, by the breadth and exactness of his vision of the problems of his age, by the loftiness of the aims he sets himself, by the moral forces employed in attaining them, there is no doubt that Gregory VII was truly great—in his judgment, in his determination of will, and in his works."

As I picked up your issue I was thinking how this passage describes so aptly Pope Pius XII himself. . . .

FREDERICK DYER

Chevy Chase, Md.

## BIG BRUISER FROM THE SKY

Sirs:

I was surprised to hear meteorites are so scarce ("A Big Bruiser from the Sky," LIFE, Dec. 13). I have been packing one around in the trunk since 1939, and would be overjoyed to dispose of it for a reasonable price. The meteorite was one of several dredged from a small bay in the southern Philippine Islands. It is very heavy and one of the few things that came through a Japanese prisoner of war camp with me.

STANLEY M. JARRETT

Fresno, Calif.



MR. AND MRS. HODGES AND THEIR METEORITE

• A rare meteor might bring \$500, but most are worth little. Mrs. Hodges got hers back from the Air Force. It is now legally hers although her landlady filed suit to get possession.—ED.

Sirs:

Shouldn't the title have been *Stars Fell on Alabama?*

LEWIS F. WOOD JR.

Nashville, Tenn.

## DEN MOTHER

Sirs:

As a Cubber, I wish to thank you for giving recognition to Cub Scouting and to our "most important cog," the Den Mother (LIFE, Dec. 13). God bless them!

THOMAS L. RIDER  
Cubmaster, Cub Pack 14

Albany, N.Y.

Sirs:

. . . The scouting movement should cancel the Cub Scout program. Eight- to 11-year-olds don't need what they are getting as much as they need the anticipation of something bigger and better. The scouting movement should raise the age limit back to 12. You can't keep the boys in their middle teens, who are the heart of the whole thing, if you pander to a lot of children. And they should keep the mothers out of it!

HENRY HASBROUCK

Niagara Falls, N.Y.

## HEHE HERO'S SKULL

Sirs:

Your story, "A Hehe Hero's Skull" (LIFE, Dec. 13), neglects to mention that the head of the obscure Negro chieftain actually figured in the Treaty of Versailles.

"Within six months from the coming into force of

the present Treaty," states Article 246 of that document, "Germany will hand over to His Britannic Majesty's Government the skull of the Sultan Mkwawa."

The Germans never fulfilled this demand. They had no reason to love Mkwawa, for in 1891 he and his warriors wiped out a German expedition under Von Zelewsky. From then on, until his death, Mkwawa lived like a hunted animal.

The identity of the skull now buried as Mkwawa's cannot be accepted beyond question. There was a story among the Wahehe that Mkwawa's head had been surreptitiously exchanged and ceremoniously buried in the grave of his father, deep in the night.

HEINZ NORDEN

Hicksville, N.Y.

## GOODBY TO RED TERROR

Sirs:

In Yuri A. Rastvorov's article ("Goodby to Red Terror," LIFE, Dec. 13) he mentions an American official who sold U.S. official documents to the Russians for \$2,000. What happened to the traitor? Did Mr. Rastvorov divulge his name to the American authorities?

A. PASTERNAK

New York, N.Y.

• On the basis of Rastvorov's information, the U.S. Government has taken appropriate action.—ED.

Sirs:

For three years I lived in Japan while working for SCAP. And each time I crossed a Tokyo street I was sure it was the last time I would make it alive. Those three years weren't nearly enough to accustom me to traffic moving down the left side of the road.

All of which is vividly recalled by the artist's illustration of Mr. Rastvorov on a snowy Tokyo corner, waiting for a car coming toward him on the right side of the street.

SARAJANE BEAL

Seattle, Wash.

• LIFE's artist misdirected the traffic.—ED.

## TIME FOR AN END

Sirs:

The editorial on Senator McCarthy ("Time for an End," LIFE, Dec. 13) was destructive, deceitful and slanderous journalism, and smacks of ideas foreign to our best interests as Americans. . . .

J. DOYLE

New York, N.Y.

Sirs:

No doubt "10 Million Americans" will denounce your political sacrilege but here is one of the silent millions who has found his tongue and a pen long enough to praise your honest, forthright endeavor.

I have groped for the words to express my own feelings of revulsion and contempt for McCarthy's flagrant violation of a public trust. Thank you for finding, arranging and printing them for me.

NELSON E. WILDER

West Palm Beach, Fla.

## TIME FOR A START

Sirs:

Your editorial entitled "Time for a Start" (LIFE, Dec. 13), concerning Senator Knowland's advocacy of a blockade of the coast of China by the United States, quite rightly observes "that it is, and is bound to be, an act of war. . . ."

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Please address all subscription correspondence to J. Edward King, Gen'l Manager, LIFE, 540 N. Michigan Ave., Chicago 11. Ill. Changes of address require four weeks' notice. When ordering change, please name magazine and furnish address imprint from a recent issue, or state exactly how magazine is addressed. Change cannot be made without old as well as new address, including postal zone number.

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Such a blockade would also be a flagrant violation of our obligation under Article 2 of the Charter of the United Nations to "refrain . . . from the threat or use of force against the territorial integrity . . . of any state," and to leave decision on that matter to the United Nations, enforceable, if determined upon, through the collective action of member states, and not by the United States alone.

The President has taken the calculated risk of collective action under the Charter by submitting the whole matter to the United Nations, instead of following Senator Knowland's highway to war.

H. MILTON COLVIN  
Professor of International Law

Washington and Lee University  
Lexington, Va.

## DECENT BARBARIC WAY OF LIFE

Sirs:

Since LIFE emerged many years ago, I have been photographed by it at least three times a year. Many parties I attended were covered by your various teams—a bizarre and tense experience, by the way.

One time I was photographed at a party the night before leaving for Europe. Then, by golly, LIFE was photographing the boat on the whole trip over. Two days later I attended the winter Olympics in Switzerland, and lo! there was LIFE!

With a couple of forlorn exceptions, few of the pictures with me in them were ever used—until now in your story on the *Omnibus* TV show ("A Decent Barbaric Way of Life," LIFE, Dec. 13).

This letter is really then to thank LIFE! It is true my face is completely covered, but don't think I'm not grateful. A kind of foot-in-the-door-of-heaven is the way I think of it!

BURGESS MEREDITH

Pomona, N.Y.



MEREDITH CONCEALED, MEREDITH REVEALED

## THE STARRY UNIVERSE

Sirs:

"The Starry Universe" (LIFE, Dec. 20) is a magnificent and fitting climax to a continuously superior presentation of the physical world. I have enjoyed not only the tremendous grasp of the various subjects shown but also the high literary quality of the writing itself. And, of course, both the photographs and the artists' representations have been superb throughout.

A. RANGER TYLER

Albany, N.Y.

Sirs:

The art work which illustrated "The Starry Universe" must have been done by people who knew something of God. Certainly every brush stroke conveys the dark magnitude of the Creator's heavens, and the brilliance of the Redeemer's universe.

WALTER RIESS

Kirkwood, Mo.

Sirs:

As a continuous reader for over 15 years, I am sure that LIFE has reached a pinnacle in journalism with the series "The World We Live In." Please put me down for one of the promised bound editions of the composite.

WILLIAM C. MACPHERSON

Atlanta, Ga.

CONTINUED ON PAGE 7

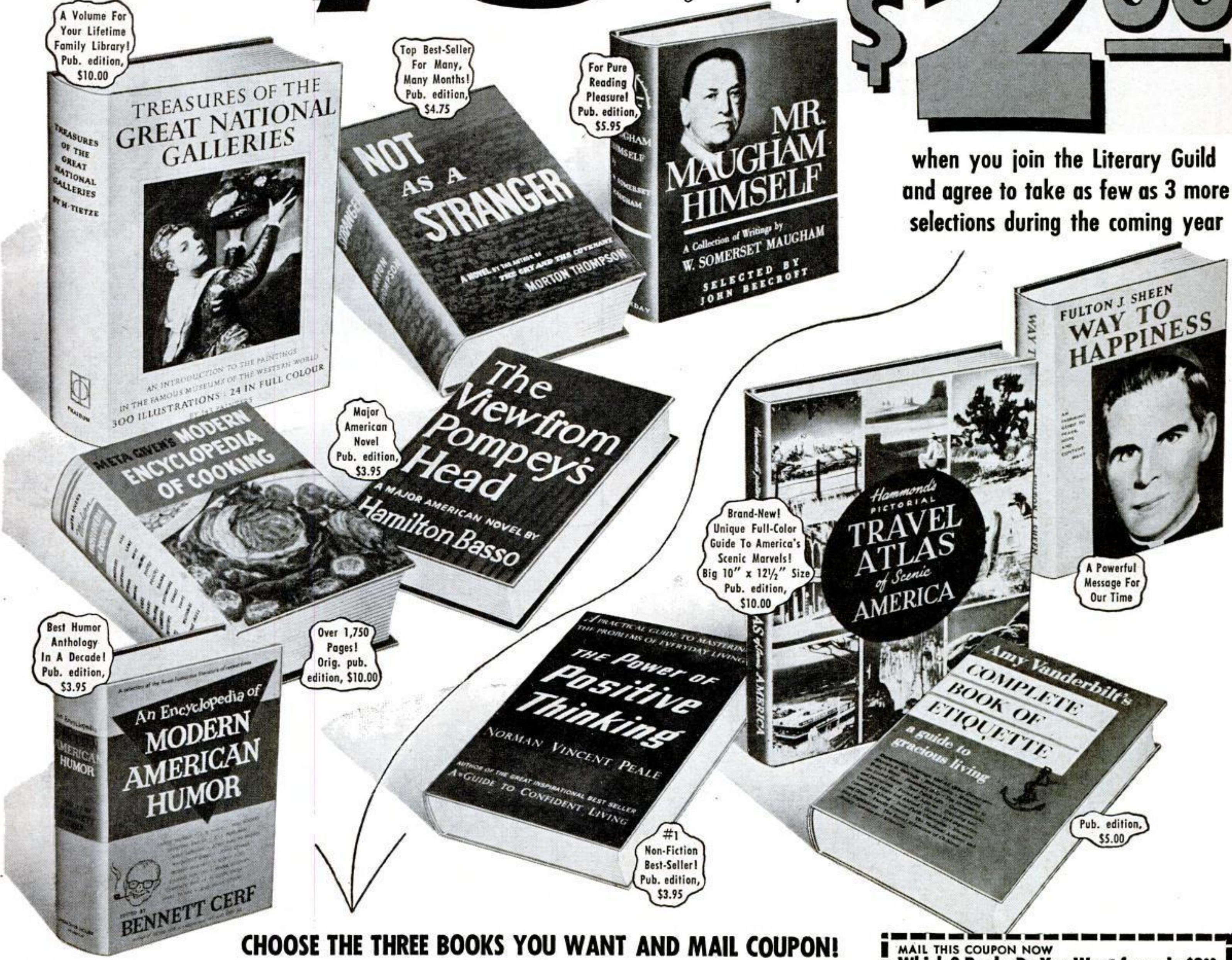
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This feature, plus the Safety Liner and tubeless construction provide utmost resistance to damage which would cause a conventional tire to blow out. If such damage should occur, the air leaks out slowly, giving you plenty of time to stop your car safely without loss of control.

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\*T.M. Reg. U. S. Pat. Off.



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# LETTERS TO THE EDITORS CONTINUED

## STORM IN A PAINTPOT

Sirs:

Churchill's portrait ("A Storm in a Paintpot," LIFE, Dec. 13) to me shows the age of the tortoise, the strength of Goliath and the insight of Shakespeare into mankind—saddened only by what he sees in retrospect of his fellow man. A masterpiece of psychological portraiture!

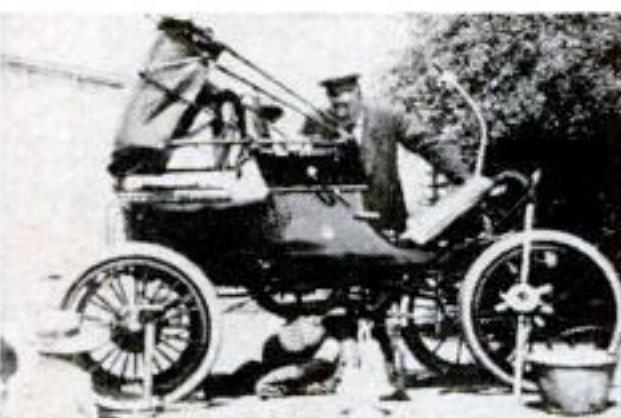
ELLA PARSHOLL STEVENS  
Charlotte, N.C.

## SPEAKING OF PICTURES

Sirs:

In Speaking of Pictures (LIFE, Dec. 20) the caption for Mr. Wolf's Christmas card of 1949 reads: "As autoists, seated in a 1908 Oldsmobile. . ." Somebody errs, for the Oldsmobile the Wolf family is overloading is the old tiller-steered, side-cranked, one-cylinder "road burner" of either 1902 or 1903, the very model in which my grandfather attained the breathtaking speed of 18 mph with me sitting in the back seat (facing "South!") when I was 4. And I am now 55. I still possess the original license plate of that early American antique—No. 0265, California, a collector's item in itself.

JOHN A. MORGAN  
Beverly Hills, Calif.



THE OLD MORGAN OLDS

• The Wolf Oldsmobile is really a 1904 model—very similar to 1902 and 1903 models.—ED.

## ORDEAL ENDED

Sirs:

The freighter *Helen Lykes* may be standing by as you state in your article, "Ordeal Ended" (LIFE, Dec. 20), but it is conspicuous by its absence in the picture!

WILLIAM L. CRAWFORD  
New Orleans, La.

• Though the *Helen Lykes* was on the scene, the ship shown was the tanker *Bradford Island*.—ED.

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## ANDROMEDA AND THE MAMBO

Sirs:

In your contents page article, "Andromeda and the Mambo" (LIFE, Dec. 20), the title may be new but your diagram of Andromeda is about as modern as wing collars and Stanley Steamers.

Here is a more up-to-date diagram which I traced from my favorite astronomy book, *The Stars—A New Way To See Them*, by H. A. Rey (Houghton Mifflin, 1952).

G. EICHENBERG

Woodmere, N.Y.



• New-style Andromeda shows her holding chain (*upper left*) by which she was bound to a rock.—ED.

Sirs:

You say in your contents page article that light from the galaxy Andromeda "started coming our way 1.5 million light years ago." Please be advised that the light year is a measure of distance, not of time. Only Einstein may be permitted the luxury of confusing space and time.

LELAND S. BERGER  
Lawrenceville, N.J.

## UNCLE SAMBO, MAD FOR MAMBO

Sirs:

To your fine coverage of the mambo, "Uncle Sambo, Mad for Mambo" (LIFE, Dec. 20), a few observations.

In the realm of mambo there are at least three leading "schools" or styles: 1) the Mexican under Damaso Perez Prado, 2) the Cuban under Arsenio Rodriguez, 3) the New York under Tito Puente. No one person invented the mambo. Rhumba boredom drove Cuban musicians in the '40s to seek fresh expression; the collective result of their experiments became mambo. Perez Prado invented a certain style of mambo which became mistaken for the mambo.

The word *mambo*, incidentally, is Cuban, roughly equivalent to bop usage of "crazy." It also appears in Haiti, meaning "voodoo priestess."

ROBERT FARRIS THOMPSON JR.  
El Paso, Texas

Sirs:

I am a member of a mambo club in Baltimore, Md. We had a lengthy discussion on your diagram explaining the basic step of the mambo. . . .

Could you please tell us whether the basic step is danced on the 1-2-3 beat or the 2-3-4 beat? Is there a whole beat that is held completely and which beat is it?

LEE E. GRESSER  
Baltimore, Md.

• 2-3-4; hold the first beat.—ED.

# How I retired in 15 years with \$250 a month

"Sometimes I have to smile. It's hard to believe that I'm retired today—retired with a life income. You see, I never had more than my salary, never inherited a dime, or even had luck in business! Yet a check for \$250 a month arrives on the dot. And I'm my own boss for keeps!"

"I left the office two years ago. And when I explained how I was doing it, though I was only 55, more than one of my friends said he only wished I'd told him years before. He'd be retiring, too."

"There's only one secret. Seventeen years ago, back in 1938, I had saved a little money. So I went into partnership with a friend. We thought it was going to pay off very well."

"Well, it didn't. But it was the most profitable investment I ever made. It showed me that there was no easy way for me, with my limited experience, to make a lot of money."

"I had to find a way that was systematic and sure. I was 40 then."

"It was shortly after that that I read an advertisement that told of a modern way for people of moderate means to retire. It didn't call for any great capital. It simply required fifteen or twenty working years ahead. One thing I liked particularly was that my family was protected with life insurance from the first day I took out my plan. (This, surely, was better than any ordinary savings method!) And the income was guaranteed—whatever happened to the business world—each month, every month, from the day it began as long as I lived. The plan was called the Phoenix Mutual Retirement Income Plan."

"The ad offered more information. So, I mailed in the coupon. It brought a booklet describing the various plans."

"Soon after, I applied and qualified for a Phoenix Mutual Plan. And from that day on I've honestly felt like a rich man. Because I knew I wouldn't just simply live and work and die. I had a future I'd really enjoy. And that's what I'm doing today—with many, many thanks to my Phoenix Mutual check for \$250 a month that means financial independence for life."



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This story is typical. Assuming you start at a young enough age, you can plan to have an income of \$10 a month to \$3,000 a year or more—beginning at age 55, 60, 65 or older. Send the coupon and receive, by mail and without charge, a booklet which tells about Phoenix Mutual Plans. Similar plans are available for women—and for employee pension programs. Don't put it off. Send for your copy now.



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Please mail me, without cost or obligation,  
your illustrated booklet showing how to get a  
guaranteed income for life.

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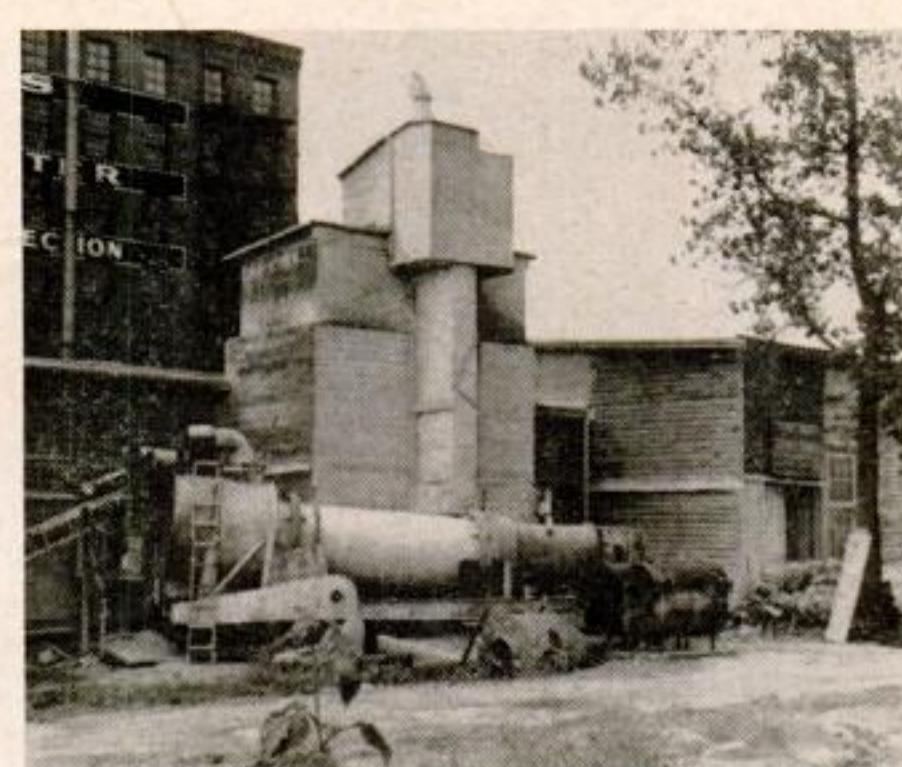
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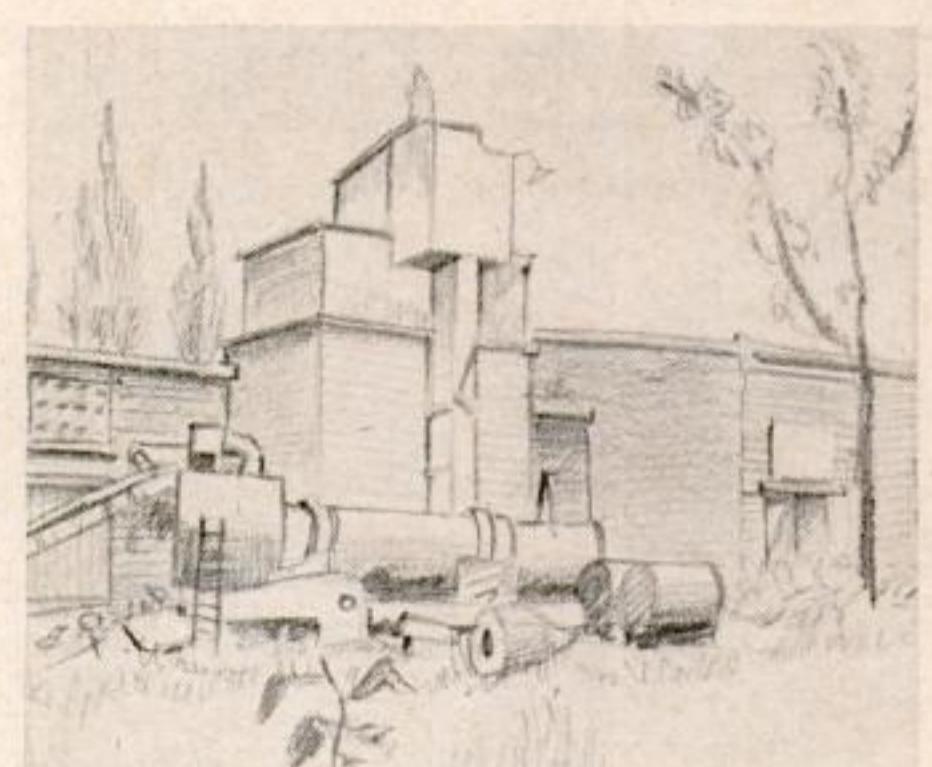
Home Address \_\_\_\_\_



'Plant as it looked four years ago'



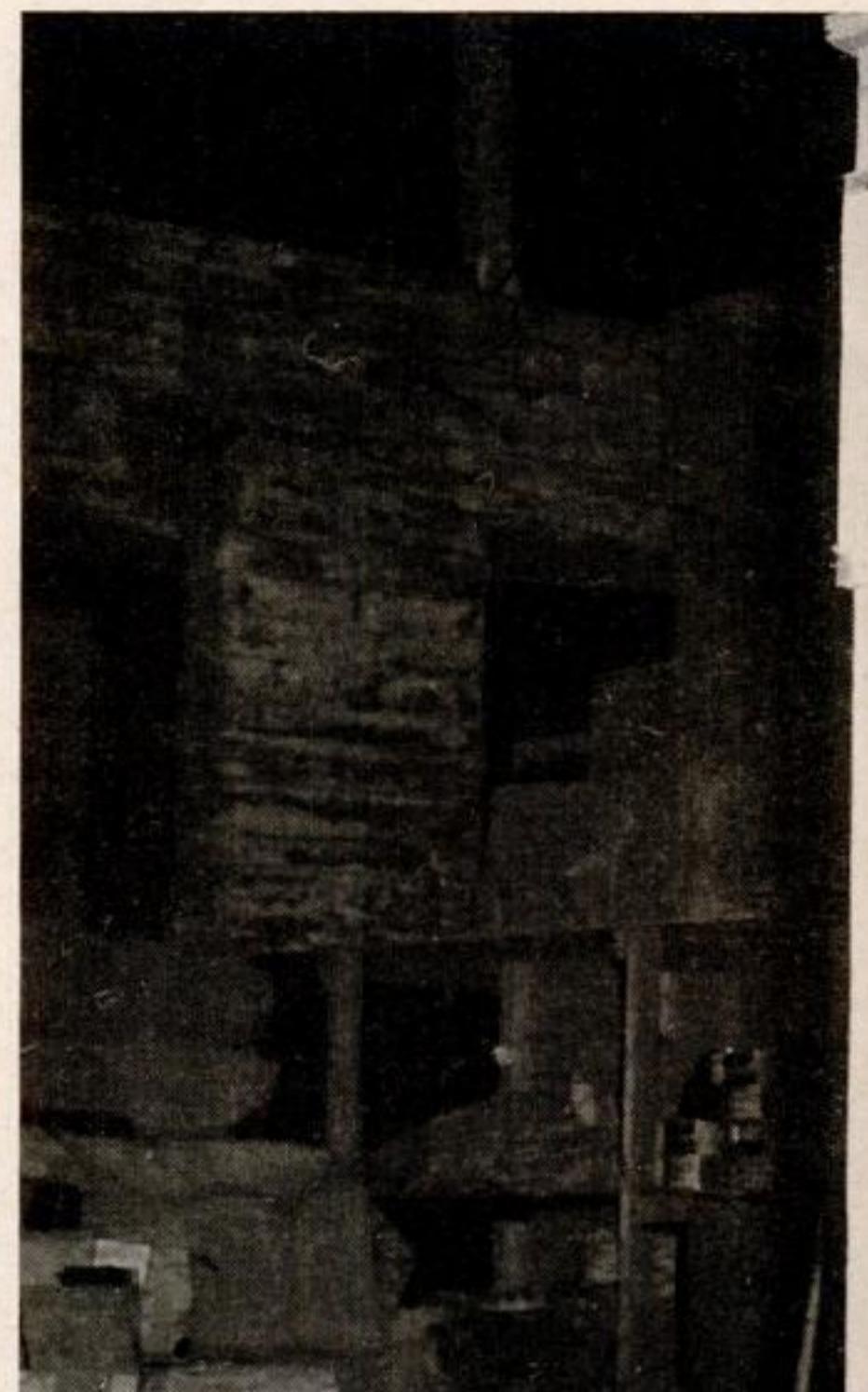
'Plant as it looks today'



'Architect's conception of plant two years hence'



'One of the sports fostered by the company in the interest of better employee relations'



'The plant's intercommunication



Busy Complaint Department

# SPEAKING OF PICTURES...

## A minuscule Milwaukee firm spoofs big-business brochures

At this time of the year giant U.S. corporations are putting large amounts of effort into illustrated brochures and annual reports designed to humanize companies for stockholders and customers. This activity is a source of amused inspiration to Milwaukeeans Douglas Bourne and Robert McBride who, with four

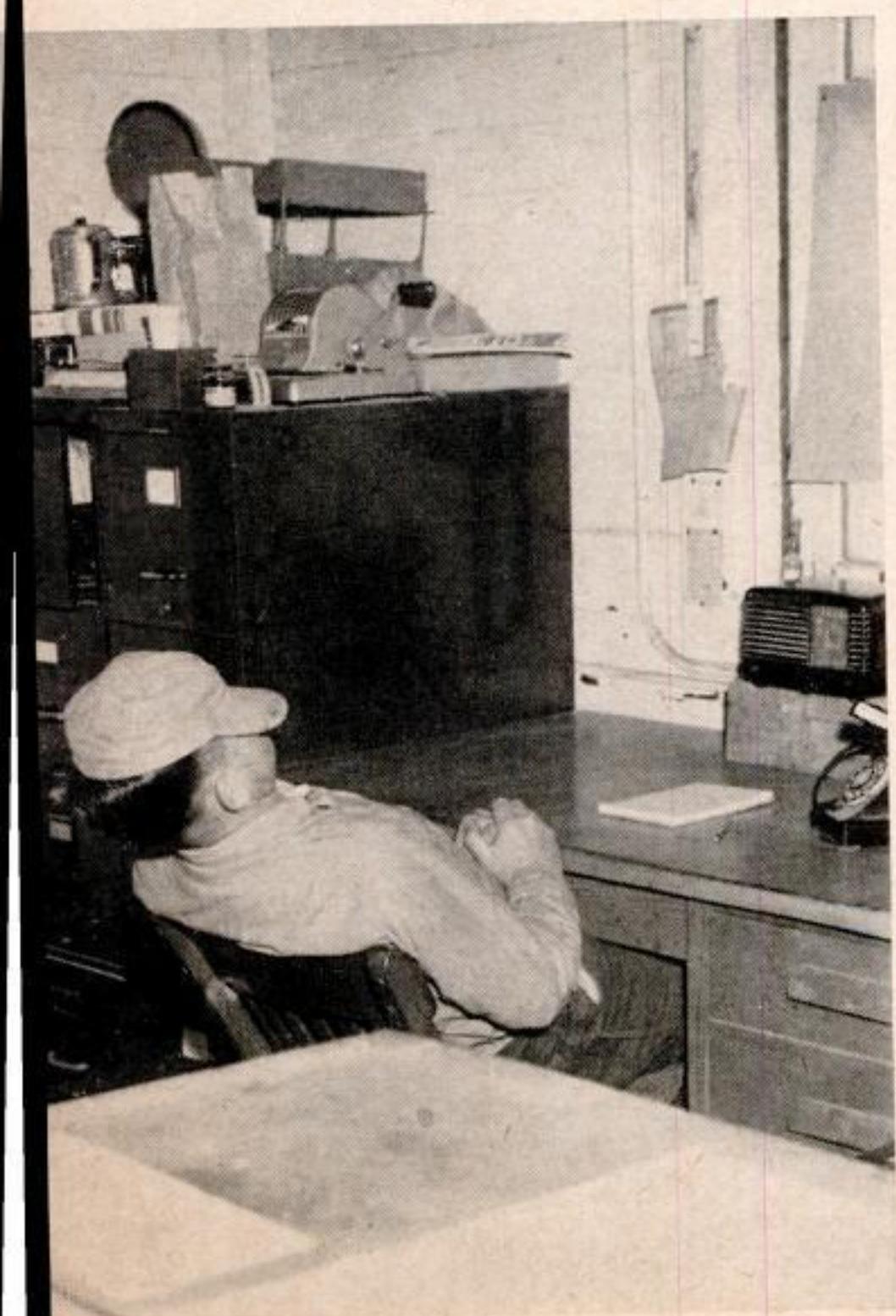
plant workers, operate a thriving but wholly informal concrete-making firm called Ready-Crete. To entertain customers, Bourne and McBride produced a scrapbook which kids big-business brochures and such treasured concepts as the crisply efficient offices, the well-tended workers and the ever-growing factory.



'Aerial view of the sprawling works'



'system' is used by the president



Relaxed Order Department

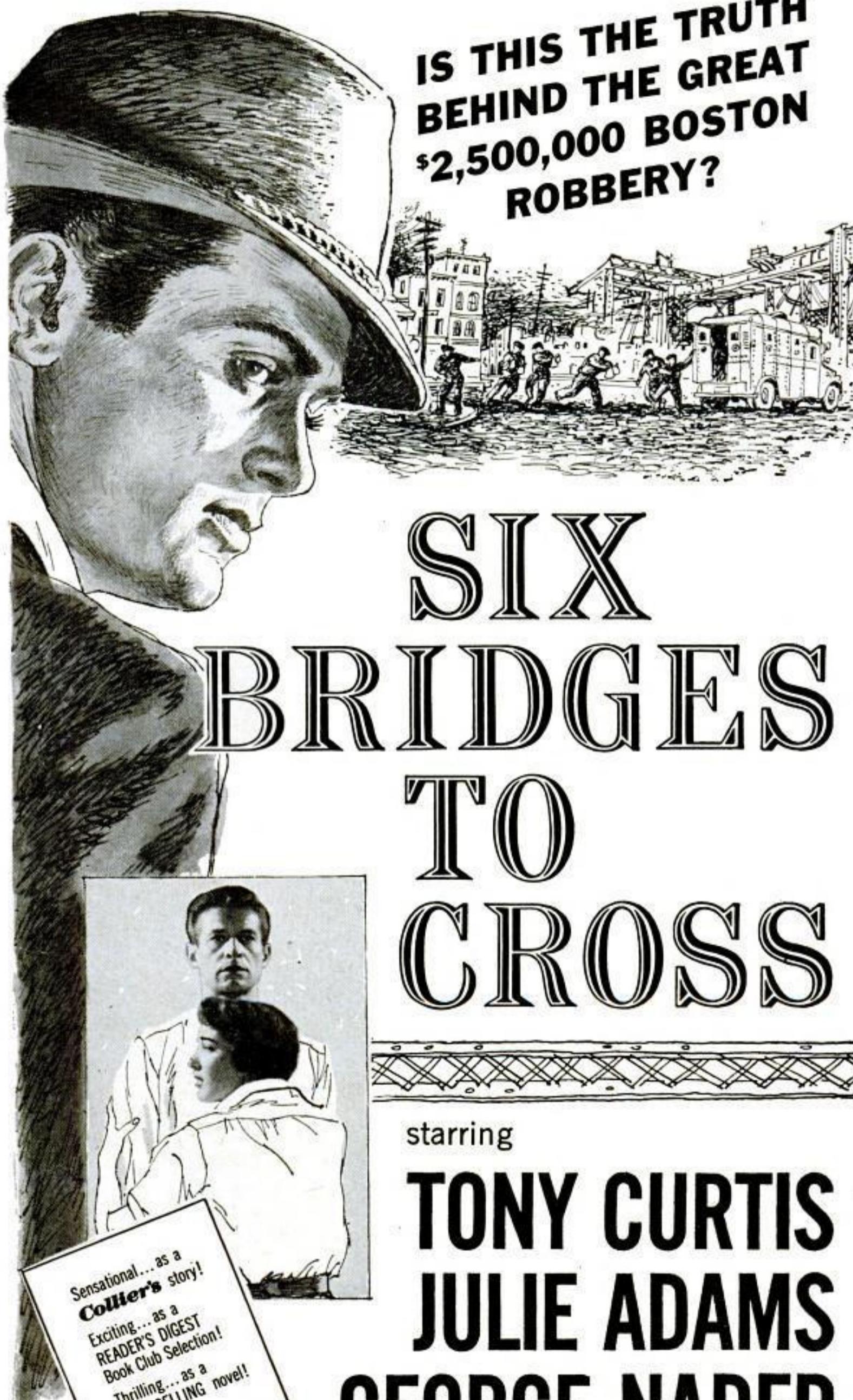


'Orderly exodus of the executive staff at 4:30,' President Bourne leading the scramble

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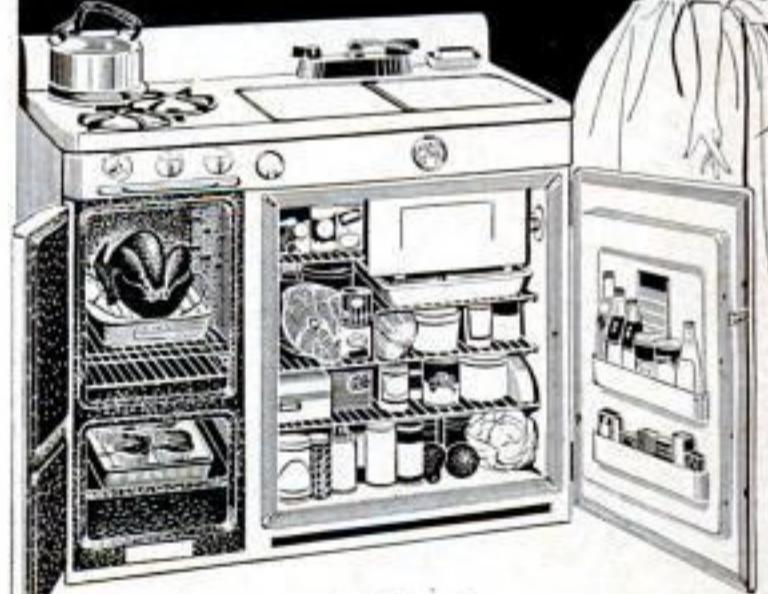
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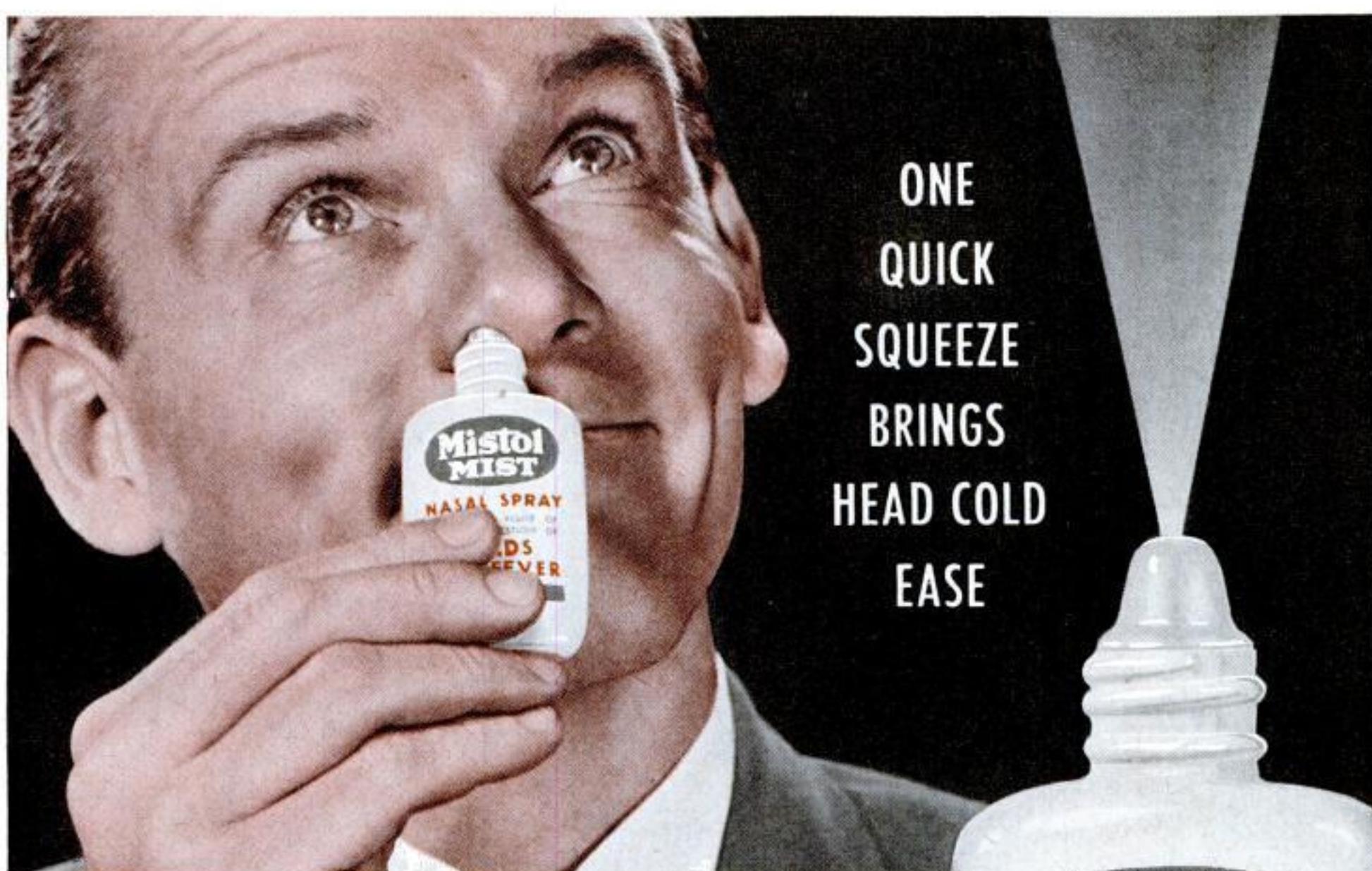
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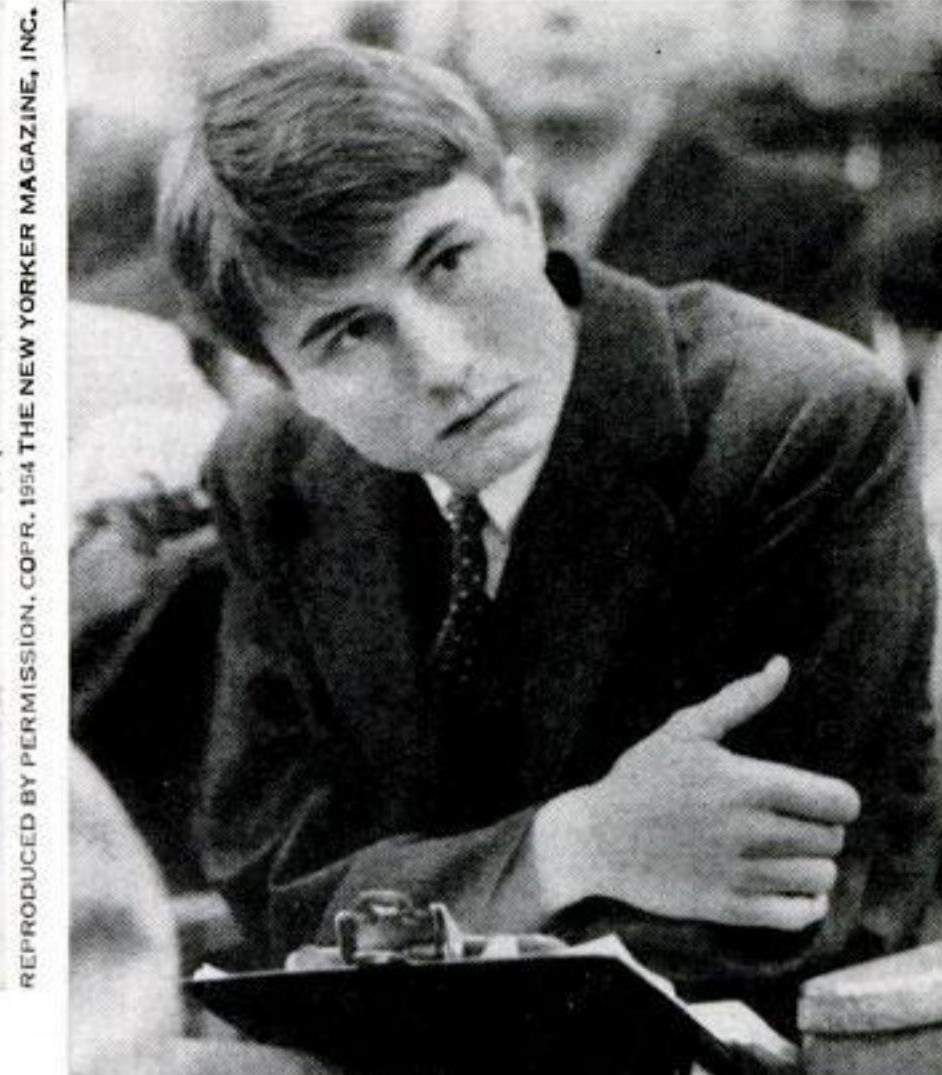
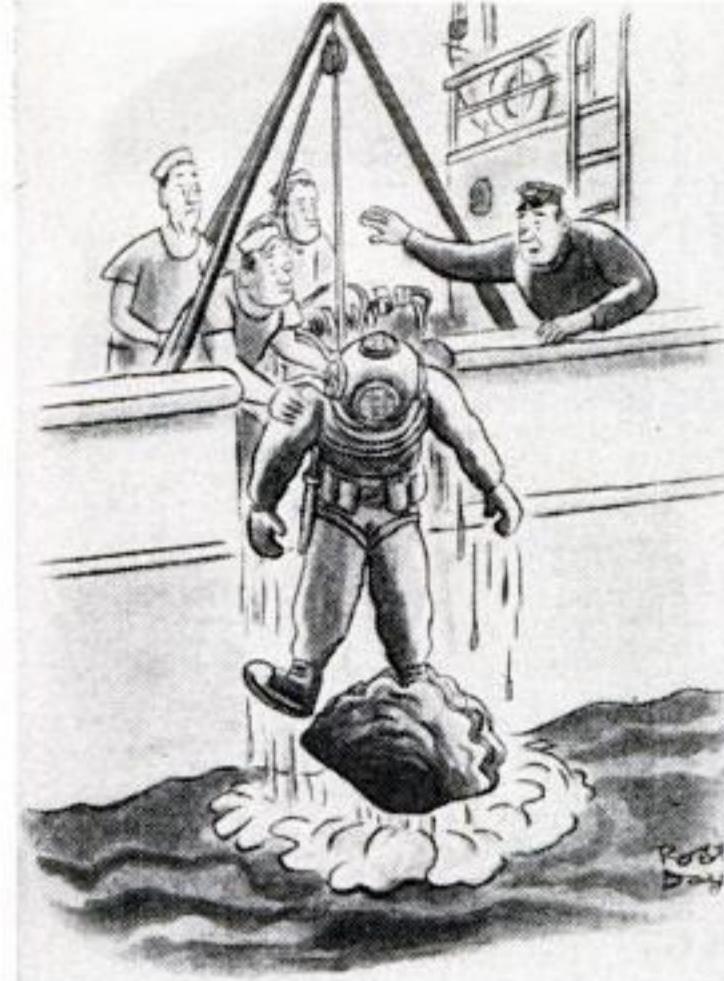


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THE FUTURE AS REFLECTED IN A POLITICIAN'S VICTORY SMILE, A CARTOONIST'S SPOOF AND ATTITUDE OF THOUGHTFUL SCIENTIST-TO-BE

## GLEAM OF THE FUTURE IN THE EYE OF THE CAMERA

Although it is still impossible to take a picture of the future, it sometimes shows up clearly in photographs of the present. In this week's LIFE, for example, the future shines with a peculiar intensity from pictures of a number of events that have just happened.

The future of Western Europe, in considerable doubt during the French Assembly's recent soul-searching wrangle, emerged a little more clearly last week after the victory of Premier Mendès-France (*above and pp. 20, 21*) in whose face is reflected his confidence in his country's coming bargaining position in international affairs.

In San Francisco signposts of man's future emerged from the 121st meeting of the American Association for the Advancement of Science. A preview of world-changing developments in science is discernible in the startling picture

(*p. 14*) of Virologist Robley C. Williams and his electron microscope slide of a filtrable virus. And an indication of a vast new plan to strengthen the ranks of American science with new young recruits is seen in the face of young Graduate Student Lonberg-Holm (*above and p. 19*) who was listening to the exciting prospects his elders are unfolding.

In the weird field of underwater adventure, a somewhat less cosmic omen for the future appears on pages 67 and 68. LIFE has kept up with such developments sufficiently to inspire the spoof above.

But perhaps the most heartening foretoken of America's future, in terms of the eternal warmheartedness of its people, can be found in the faces (*pp. 26, 27*) of the Katsanevas family whose farflung members were brought around the world—from Crete and Korea—to reunite in Salt Lake City.

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GRETA GARBO IN 1928 (SEE PP. 84-96)

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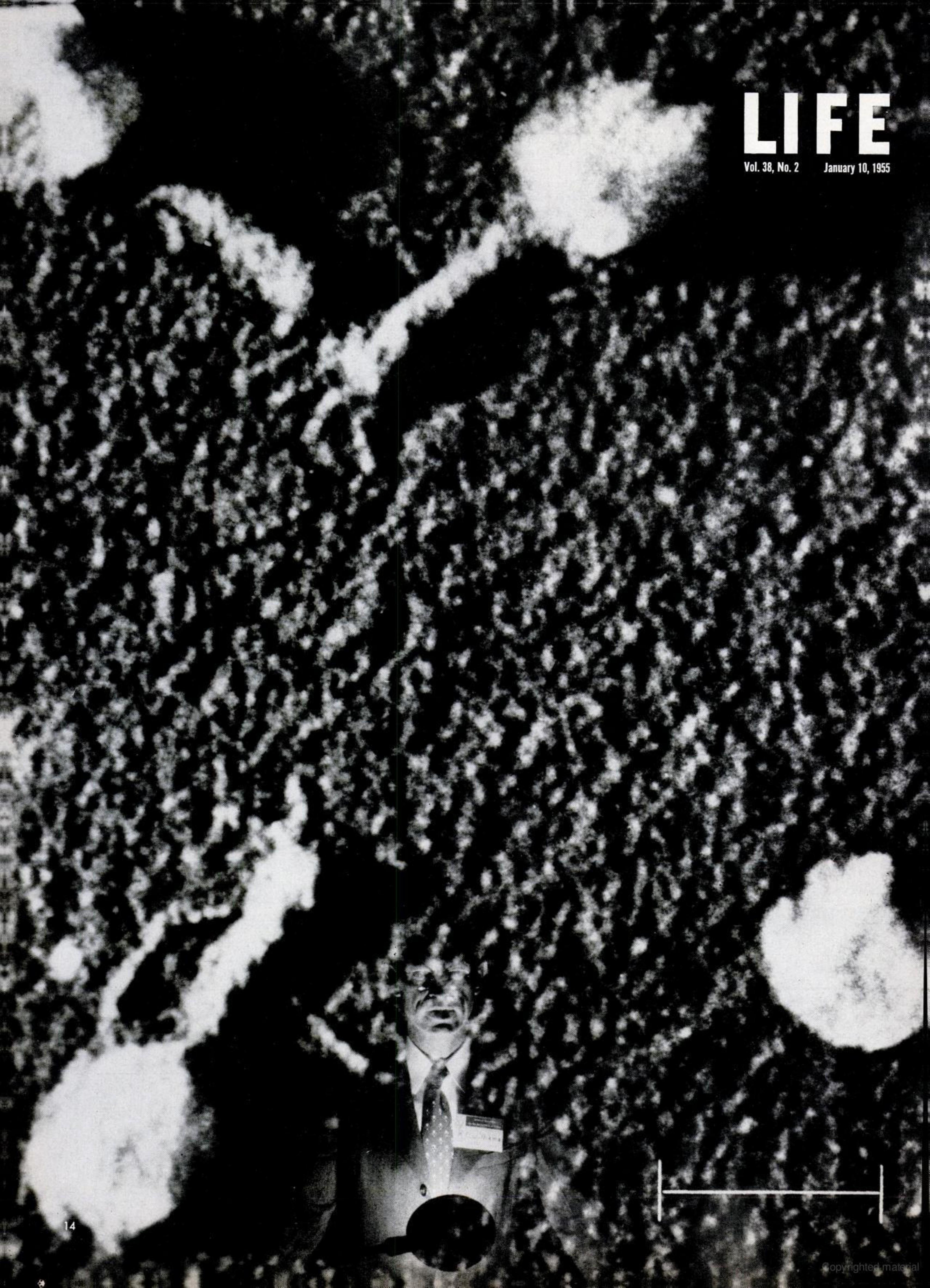
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# LIFE

Vol. 38, No. 2

January 10, 1955



SUPPORTING CONTROVERSIAL COLLEAGUE, SCIENTISTS GIVE BIG HAND TO RETIRING PRESIDENT EDWARD CONDON (ON ROSTRUM)

# THE FUTURE DISCUSSED, 'SECURITY' PROTESTED SCIENTISTS OF U.S. SPEAK UP

PHOTOGRAPHED FOR LIFE BY N. R. FARBMAN AND OTTO HAGEL

At the University of California, 8,000 scientists last week met in a mixed atmosphere of scientific fact-finding and impassioned political oratory. Gathered for the annual meeting of the American Association for the Advancement of Science, they listened to accounts of impressive scientific advances. One physicist had come closest yet to creating a perfect vacuum. Another had perfected a way of viewing infinitesimal objects more widely with an electron microscope (*left*). A plant physiologist had found how to duplicate photosynthesis for the first time in a test tube.

But the delegates had much more on their minds. For the first time in its history the A.A.A.S., which represents 48,000 scientists, took a position on a political issue: the effect of

the government's security program on scientific progress. One after another, noted scientists like A.A.A.S. President Warren Weaver and Dr. Vannevar Bush rose to denounce the sickness of "suspicion and distrust" which, they said, has frightened government agencies into refusing to support even unclassified research. Screening scientists was necessary, they agreed. But a bungled security system which slowed down research was tantamount to sabotage. The delegates showed their enthusiastic support of a resolution proposing better government procedure by loudly applauding Dr. Edward Condon, retiring A.A.A.S. president and former chief of the National Bureau of Standards, whose own security troubles forced his resignation from the Corning Glass Works.



←**SPECKLED VIROLOGIST** Robley Williams stands in light of projected electron microscope slide showing blobs of filtrable virus enlarged on screen nearly five million times. With Ralph Wyckoff, Williams increased effective power of microscope at least tenfold.

**"FATHER OF H-BOMB,"** Dr. Edward Teller (LIFE, Sept. 6), presides over session on theoretical physics. Although audience came chiefly for the discussions, a few curious scientists came just to see Teller, who became controversial figure in the Oppenheimer case.



**NOBEL PRIZE-WINNERS**, all professors at the University of California and taking part in the meeting, gather on the Berkeley campus. From left: Edwin M. McMillan, physicist; Glenn T. Seaborg, chemist;

John H. Northrop, bacteriologist; Ernest O. Lawrence, physicist; William F. Giauque, chemist. A sixth, Wendell Stanley, is shown below. No other university faculty has so many Nobel Prize-winners.



**TOP PRIZE-WINNER**, Physicist Daniel Alpert, received the association's award for a process for achieving the most nearly perfect vacuum—one millionth of a billionth of the original atmosphere.



**NOBEL PRIZE-WINNER** Wendell M. Stanley, who received the award in 1946 for his work isolating the tobacco mosaic virus, presided over symposiums on viruses and also on physiology of growth.



**SPELEOLOGIST** Nicholas, Brother of the Christian Schools (Catholic), warned rare cave animals are faced with extinction. Citing conservation plans for bison, he urged efforts to save cave creatures.

## A CLUSTER OF

*The 121st meeting of the A.A.A.S. brought together an impressive group of Nobel Prize-winners and the foremost thinkers in fantastically diversified fields. The spectacle of brilliant minds pooling their knowledge is here reported by LIFE's Warren R. Young, a science editor:*

The University of California's Berkeley campus has a number of scholarly attractions. It has six Nobel Prize-winners, more than any other can boast. When LIFE collected five of the six for a picture (*left*), two of them, Northrop and Giauque, met for the first time. One of the non-Nobelists on the campus, who is a



**ASSOCIATION PRESIDENTS**—past, present, future—talk with a reporter (*right*) at the reception given for the scientists by University of California President Robert Gordon Sproul at student building



**UNDERWATER LISTENER** Marie P. Fish discussed sound-producing sea creatures which rasp, growl, click and even simulate the pings of echo-ranging equipment, much to annoyance of the Navy.



**EDUCATOR** Nellie N. Neal deplored teachers who try to teach reading phonetically, illustrating her argument with examples written on the blackboard to show that words are seldom spelled the

way they are pronounced. Topics discussed at other meetings ranged all the way from the superfather image in Bengali Hinduism in relationship to leadership expectations to the ectoparasites of whales.

## NOBEL WINNERS, A CAVE CONSERVATIONIST, A FISH LISTENER

great scientist nonetheless, told me that his children feel underprivileged because all their friends' fathers have Nobel Prizes and theirs does not. The scientists came to Berkeley to learn the latest developments by means of the formal meetings, to peek into the University of California's outstanding laboratories—and to talk to top West Coast scientists outside the laboratories. Virus Expert Robley Williams, for example, the winner of the John Scott prize, had a beer with another scientist at The Anchor restaurant and, he said, learned more in two hours than in the whole week of meetings.

In the meetings scientists reported on their

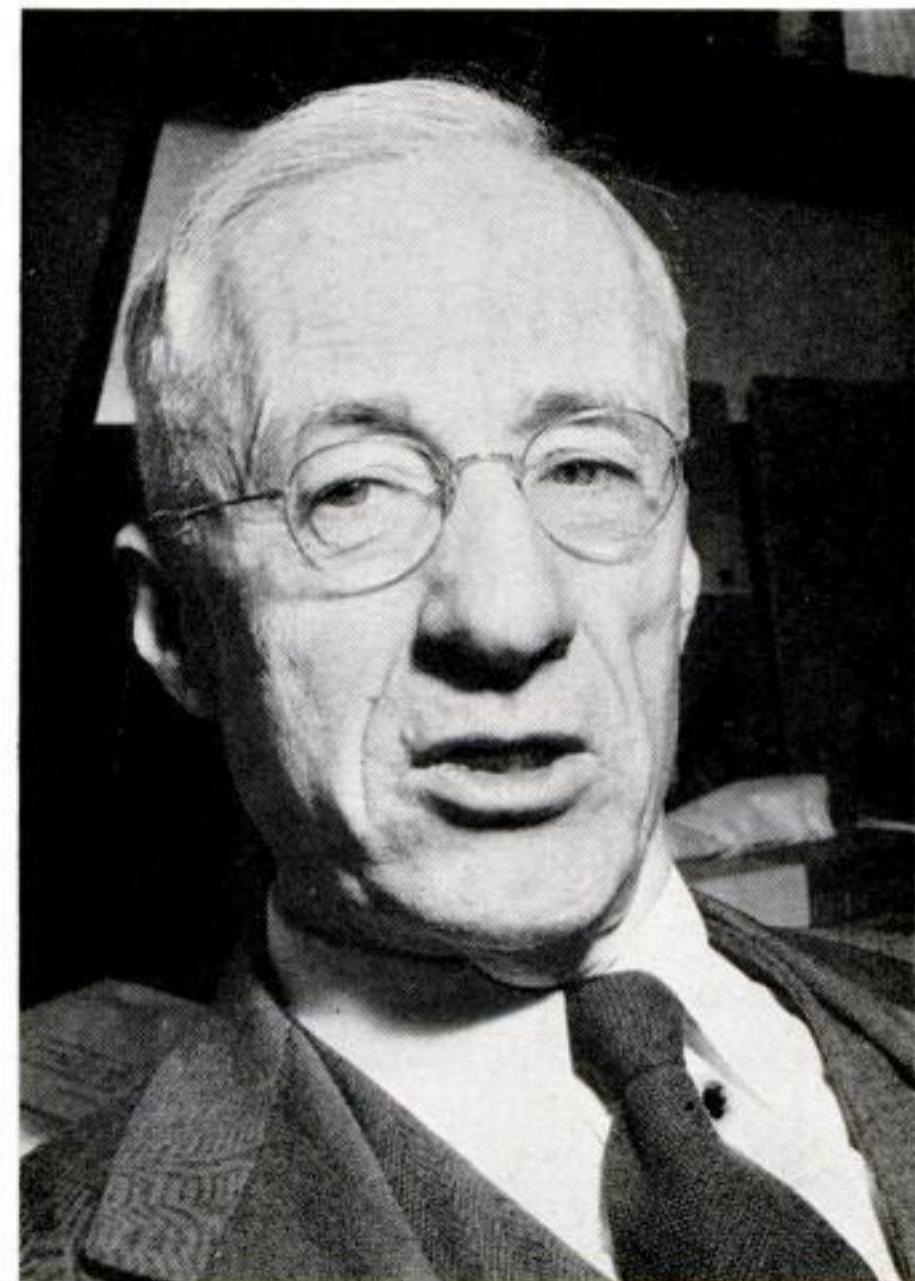
latest findings in such fields as mathematics, chemistry, astronomy, geology, geography, botanical sciences, anthropology, psychology, history and philosophy of science, dentistry, pharmacy, education and physics. Some discussions were conducted by member societies which range from the Electron Microscope Society of America and the American Association of Cereal Chemists to the American Society of Ichthyologists and Herpetologists. There were large symposiums on smog and on poisonous venoms. The venom conference drew people from all over the world because every year nearly 40,000 persons die of snake

bite poisoning, not to mention the lesser dangers from sting rays, Gila monsters, red-legged widow spiders and urticating caterpillars.

During the week 1,500 technical papers were given. Some were of basic importance. Others were more esoteric. A woman named Nellie Neal (*above, right*), who satirizes phonetic method in order to push her own brand of reading instruction, and a Catholic Brother, who is pleading to save the endangered lives of blind fish and animals in caves, exemplify the range of papers which are less than world-shaking. So also does a paper analyzing the notes written by people who commit suicide.



on campus. From left: President Warren Weaver, President-Elect George W. Beadle, who will serve in 1955, Paul B. Sears, who follows Beadle as president in 1956, and Retiring President Edward Condon.



**CHEMICAL SPOKESMAN**, Joel H. Hildebrand, new president of American Chemical Society, condemned the U.S. security system as political football with personnel not picked on the basis of fitness.



**ELDER STATESMAN** Vannevar Bush, head of the Carnegie Institution of Washington, said that poor security practices often hurt scientific progress by rejecting men for "youthful indiscretions."



**SCIENTISTS' WIVES** attend tea given by Mrs. Robert Sproul (*left in tiara hat*), wife of university president. Standing at her right is Mrs. Edward Condon.

## Scientists Speak Up CONTINUED



**GRADUATE STUDENTS** on Berkeley campus sample buffet at reception for participating scientists. A \$2.50 fee allowed visitors to attend any session.



**THE CHEER OF BEER** is momentarily forgotten by two men who are scribbling on tablecloth at a

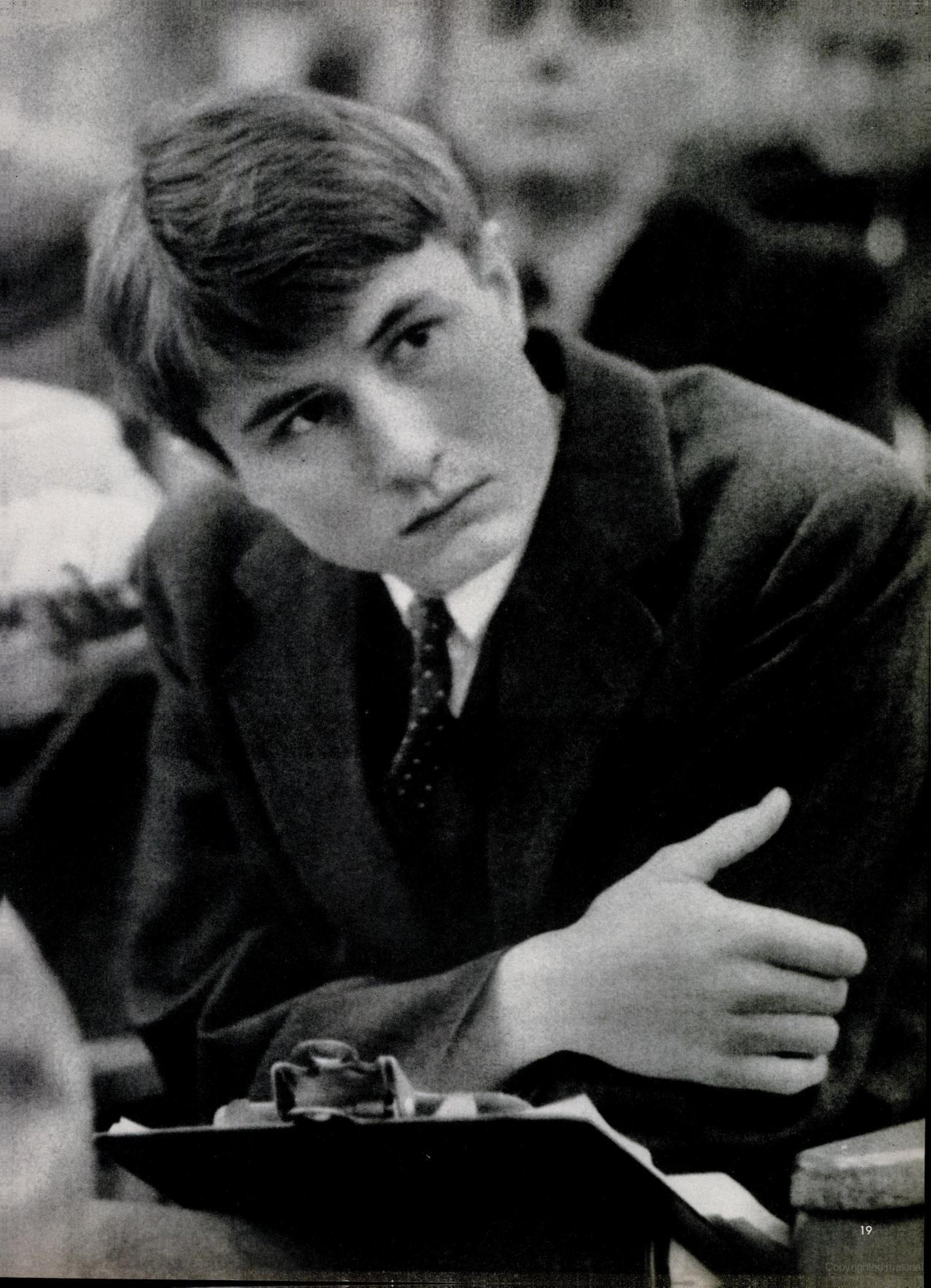
party for mathematicians. Watching them, one wife complained, "Look at them, still solving problems."



**WITH CHOPSTICKS**, meteor experts dine at a Japanese restaurant. Refusing a lesson in how to use them, one said, "I may not be artful but I'm effective."



**YOUNGEST SPEAKER** at the convention was Ray L. Harris, 18 (*left*), of Enterprise, Ore. He delivered a paper on a teen-age natural history expedition.





COMMUNIST-LED DEMONSTRATORS, PROTESTING GERMAN ARMS, ARE SQUEEZED IN A LONG LINE BEHIND BARRIER OUTSIDE ENTRANCE (LEFT) TO ASSEMBLY

## THE FRENCH RELUCTANTLY SAY YES

**Mendès-France wins a victory for the West by goading deputies into approving German rearmament**

In Paris last week the National Assembly reluctantly faced a difficult decision for Frenchmen: whether to sanction the rearming of their old enemies the Germans, or give comfort to a menacing new foe, the Russians. On Christmas Eve the deputies had voted a jittery "no," and horrified Western statesmen feared the Western European Union treaty signed recently would follow EDC into the ashcan. But Premier Pierre Mendès-France, who had helped

kill EDC, was willing to stake his government on the WEU substitute. If France reneged again, he warned, "the risks and perils of the world would be massively increased."

Although only the 100 Communist deputies stood in solid opposition, the vote hinged on the subdivisions within divisions which plague France's multi-party system. Still haunted by fear of the "Boches," deputies like "Papa" Herriot (*below*), just could not vote for an

armed alliance with Germany, though many of them knew it was essential. Others, notably members of the M.R.P.—which had sponsored EDC—could not stomach Mendès-France. After 11 days of debate, eight former premiers either voted "no" or abstained. But by a wobbly margin of 27 votes Pierre Mendès-France carried the day. Hearing the news, Germany's Konrad Adenauer was silent for a moment, then sighed, "*Gott sei dank*" ("Thank God").



**BITTER-END FOE** of Germans, Edouard Herriot (*lower right*), makes impasioned pleas as Socialist Marcel Naegelen, who also opposed vote, bites his nails.



**PREMIER'S WIFE**, Lily Mendès-France (*right*), watches intently from the Assembly gallery as the debate reaches a climax on the day before the vote.



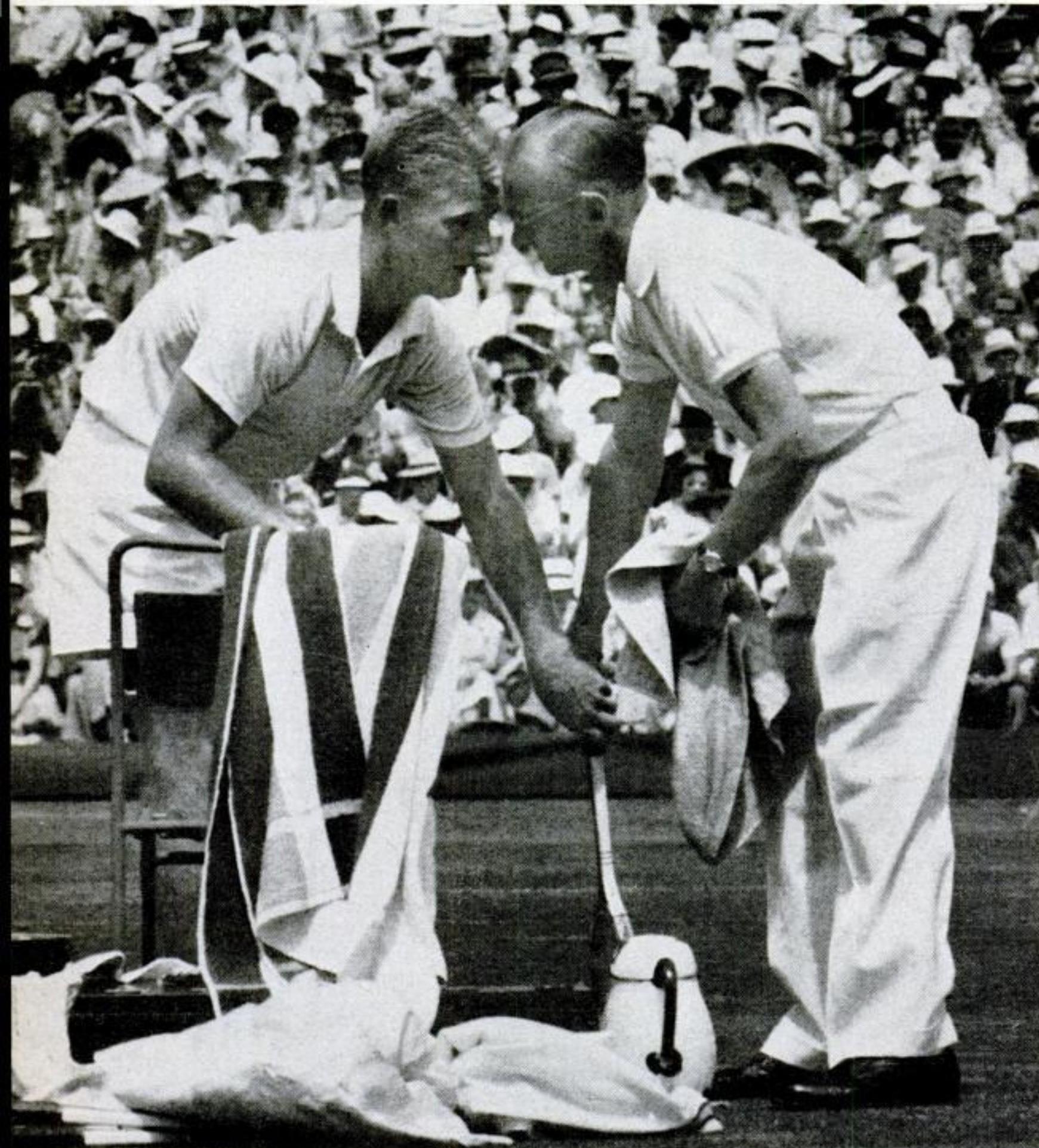
MARIE DE MÉDICIS AU PONT DE CÉ  
APRÈS LA PRISE DE LA VILLE

LA RECONCILIAT  
SCELLÉE DANS LE

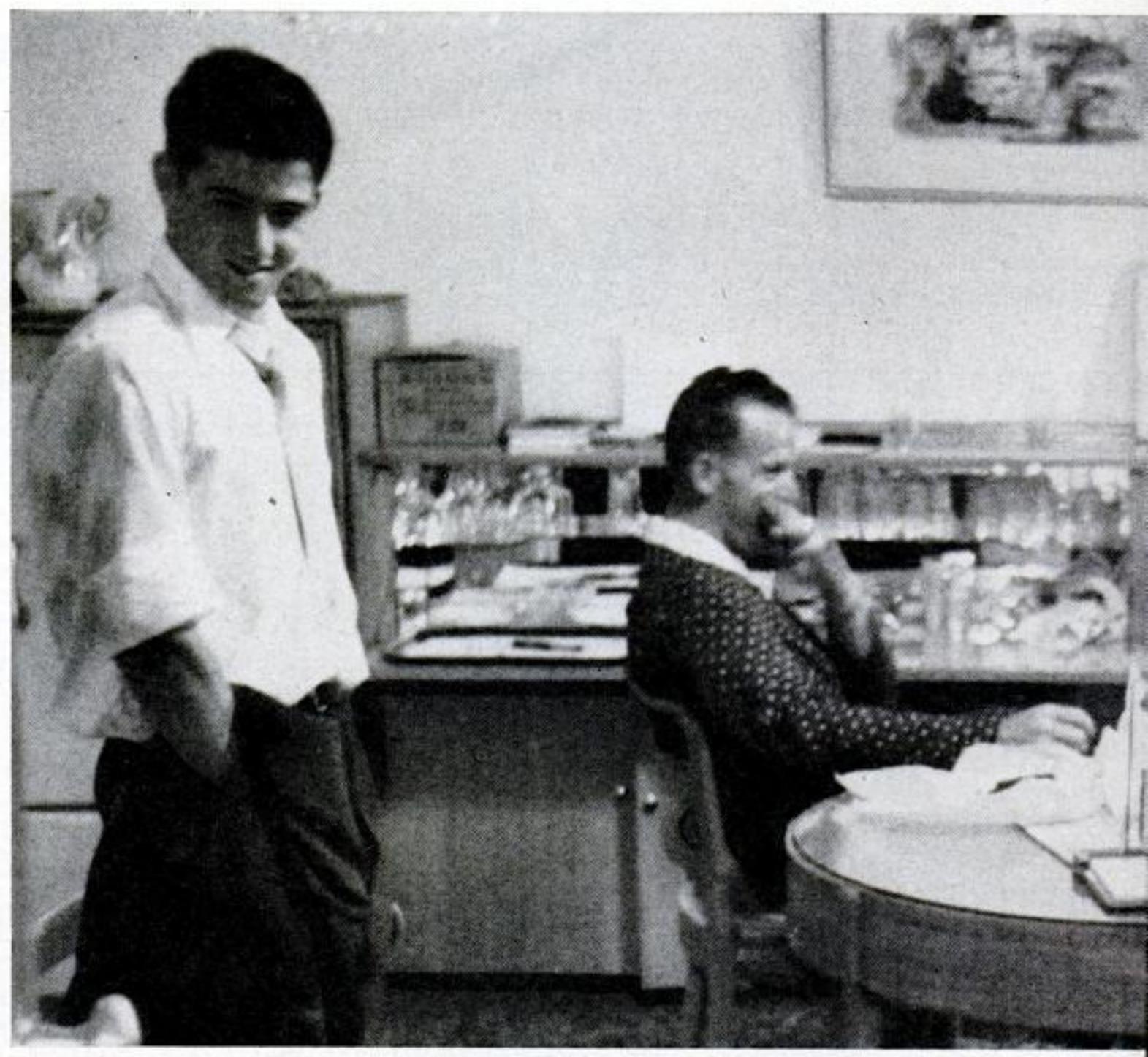




**AMERICAN ADVICE** is given to Vic Seixas (left) by U.S. Captain Bill Talbert. Both Seixas and Trabert followed the court tactics worked out by Talbert.



**AUSTRALIAN COUNSEL** is given Lew Hoad (left) by Captain Harry Hopman during second set, the only one Hoad managed to win in his match with Trabert.



IN GOOD SPIRITS ON EVE OF CUP PLAY, HOPMAN (SECOND FROM RIGHT) JOKES

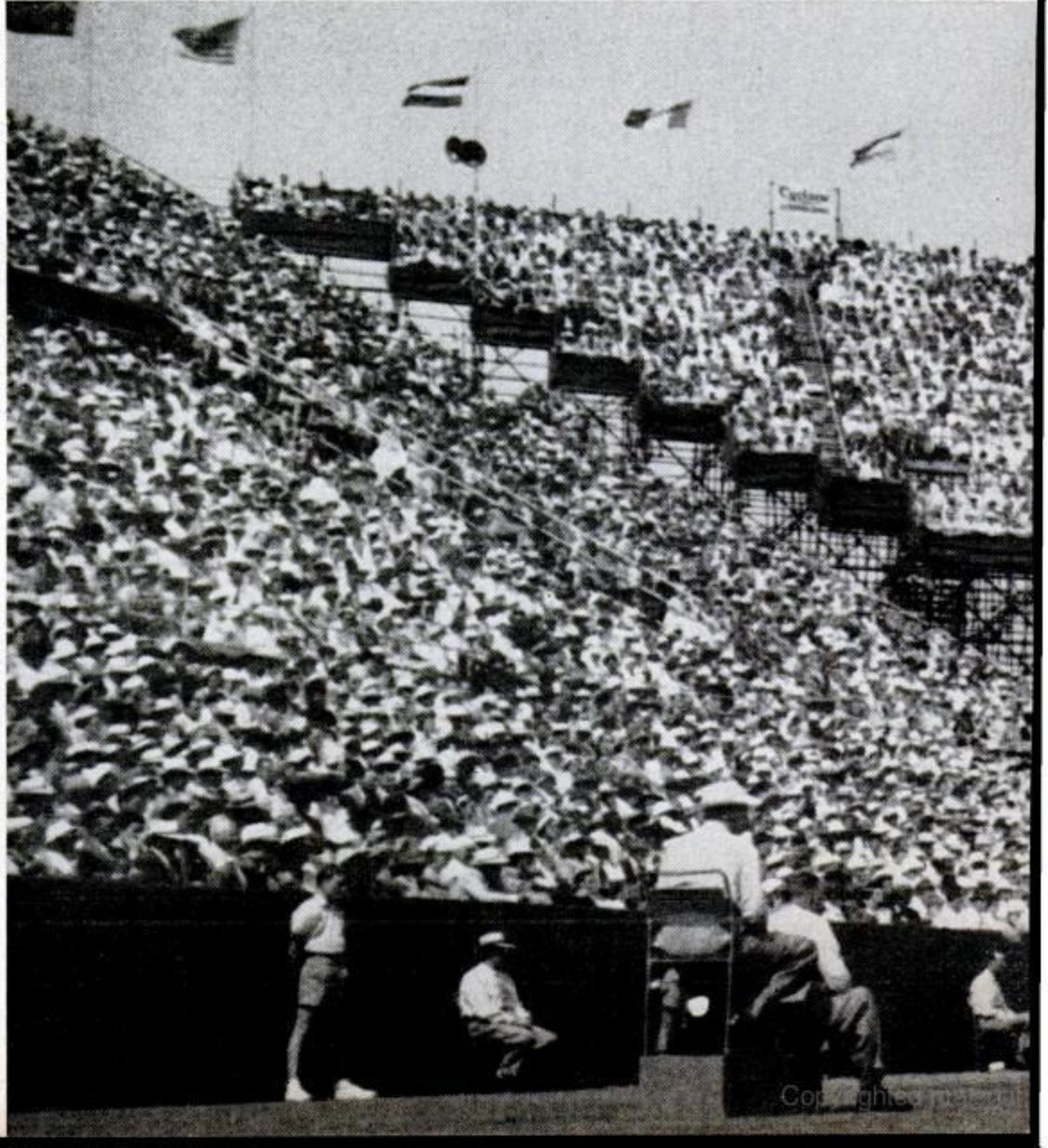
## A U.S. WAR OF NERVES

**Americans out-talk the defending Australians,**

The struggle for world tennis supremacy last week between Australia and the U.S. had all the outward appearances of gentility which traditionally attends Davis Cup play. The officials were stiff and dignified, the nonplaying team captains impeccably polite. But before a ball was stroked the Americans had waged a subtle war of nerves.

Australian Captain Harry Hopman, a strict disciplinarian who drove his players hard, had been having a morale problem. Lew Hoad, his 20-year-old ace, was playing poorly and had said he was "just tired of tennis." Then Rex Hartwig, Hopman's No. 3 man, came down with mumps. U.S. Captain Bill Talbert took advantage of the situation by declaring

25,000 SPECTATORS, LARGEST CROWD EVER TO WITNESS A TENNIS MATCH,





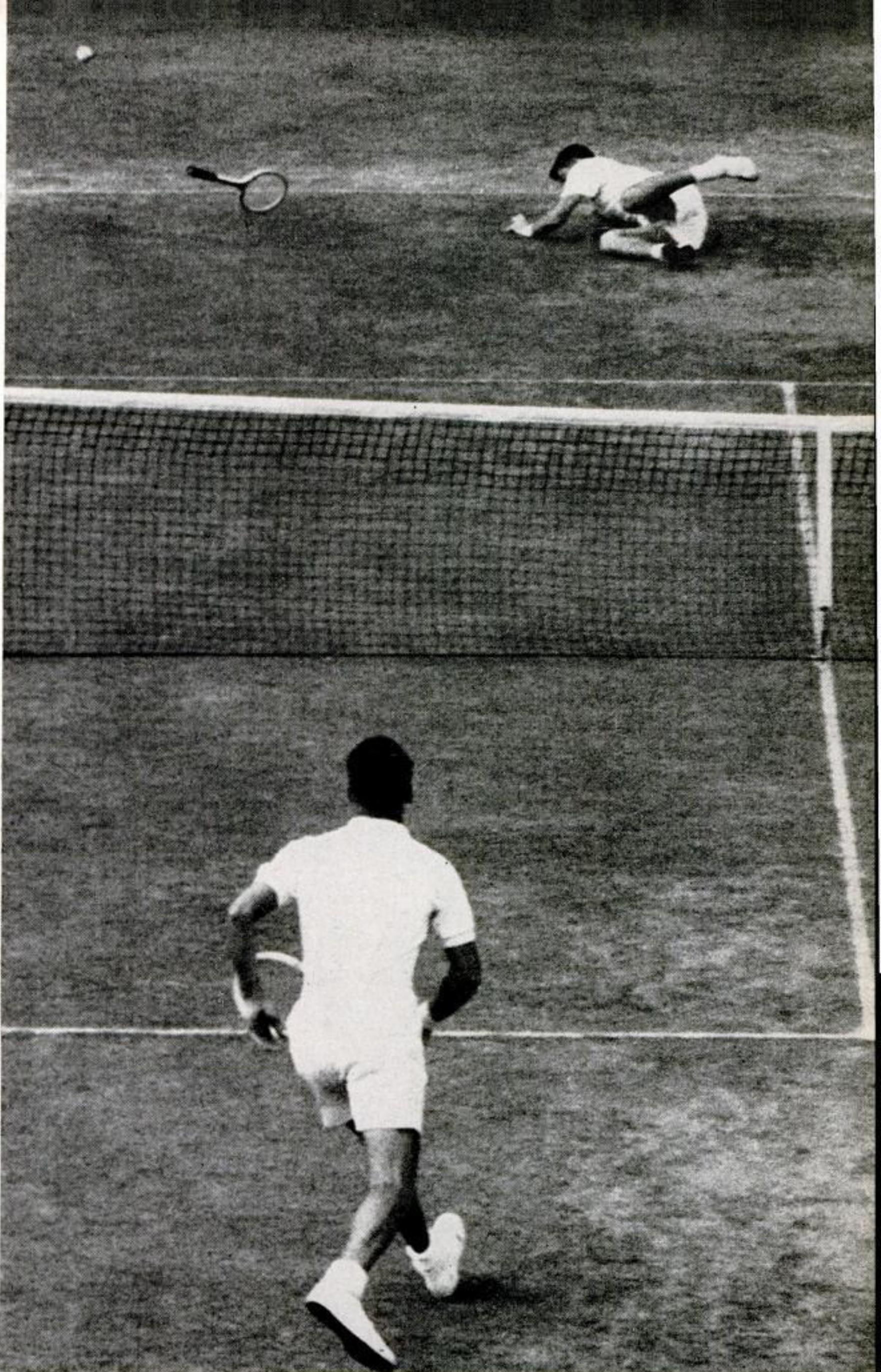
WITH ROSEWALL, HARTWIG AND HOAD ABOUT TEAM'S EARLIER VICTORIES

## AND THE CUP IS BACK

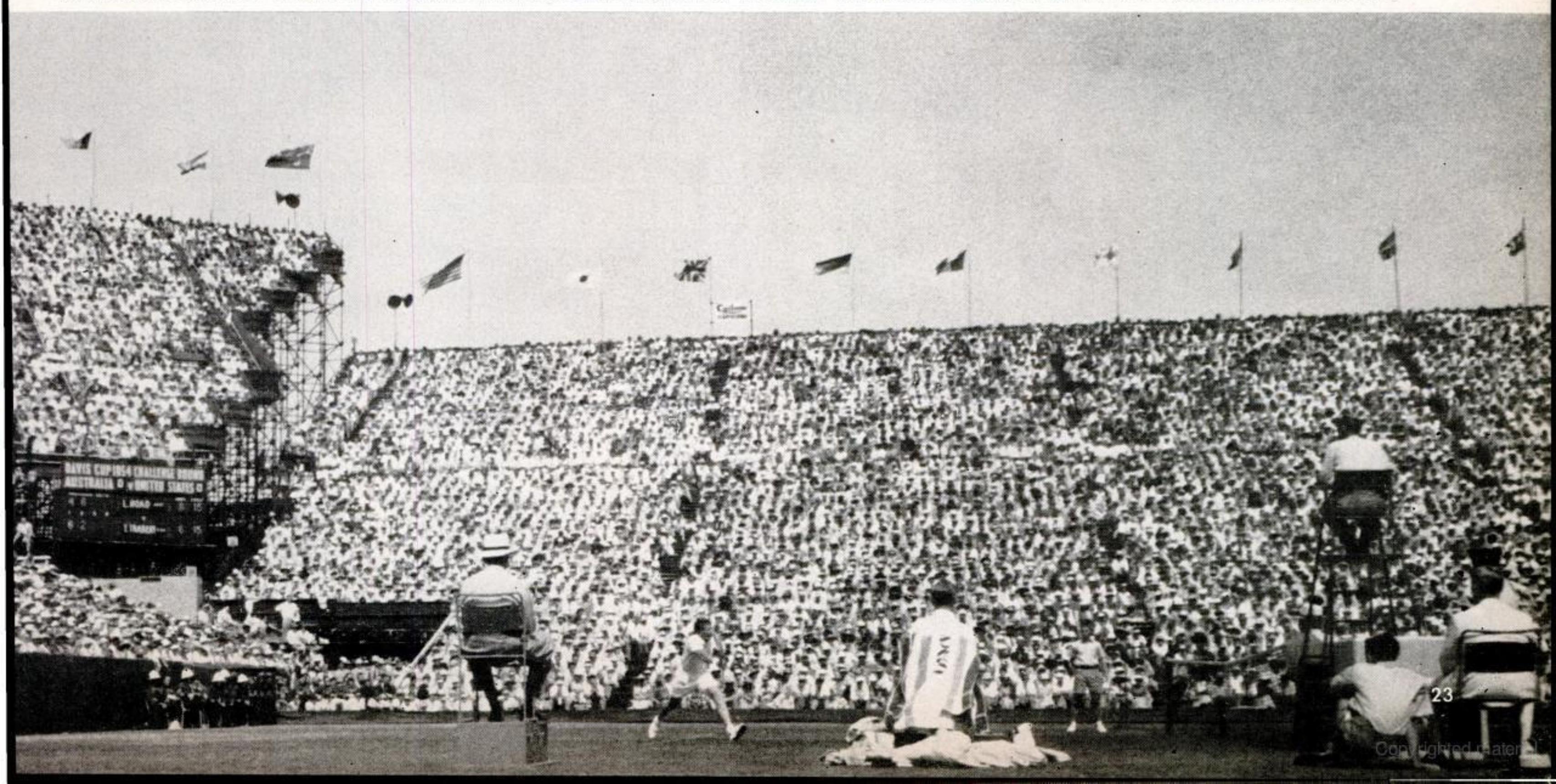
then outplay them in surprise tennis triumph

that his boys just couldn't be better—"jumping out of their skins" in fact. At every opportunity he exuded confidence and optimism. "Marvelous," he crowed after the draw which did not especially favor his team. "We'll win 5-0." Tennis experts, who say that Hoad is potentially the world's best player, agreed that so far as talent was concerned Australia had the edge on the Americans. But with psychology on their side, Tony Trabert of Cincinnati and Vic Seixas of Philadelphia won three straight matches to regain the cup Australia had held for four years. Crestfallen Australians felt, along with some Americans, that the U.S. should enjoy the cup while it could, for Australia would be back for it in August.

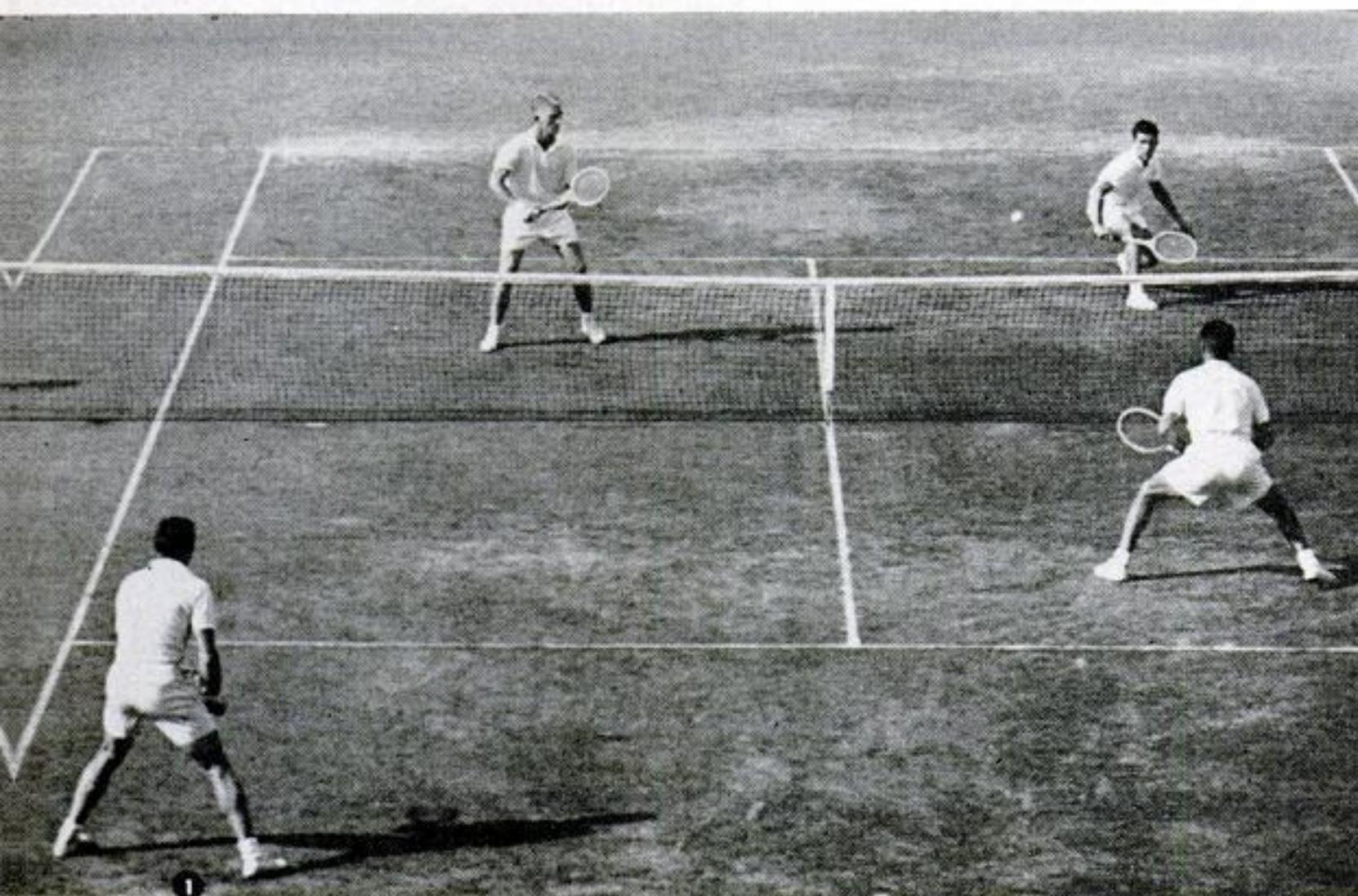
SIT IN STANDS MADE OF PIPE AND PLANKS AND WATCH TONY TRABERT DEFEAT LEW HOAD IN THE OPENING MATCH. HERE TRABERT SLAMS A FOREHAND SHOT



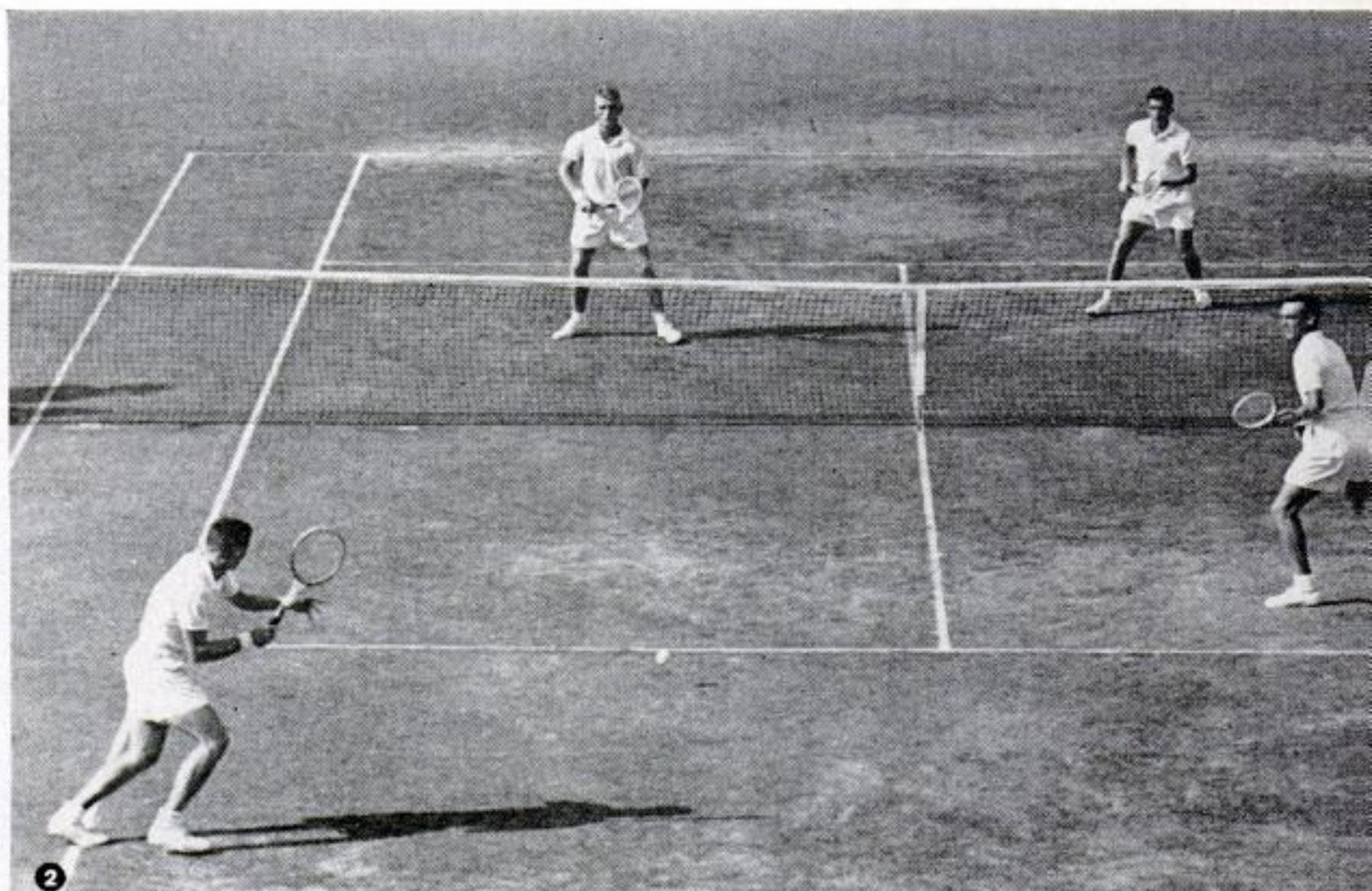
TUMBLING LOSER, Ken Rosewall drops his racket in vain try for a Seixas volley. Concentrating on Rosewall's forehand, Seixas took match in four sets.



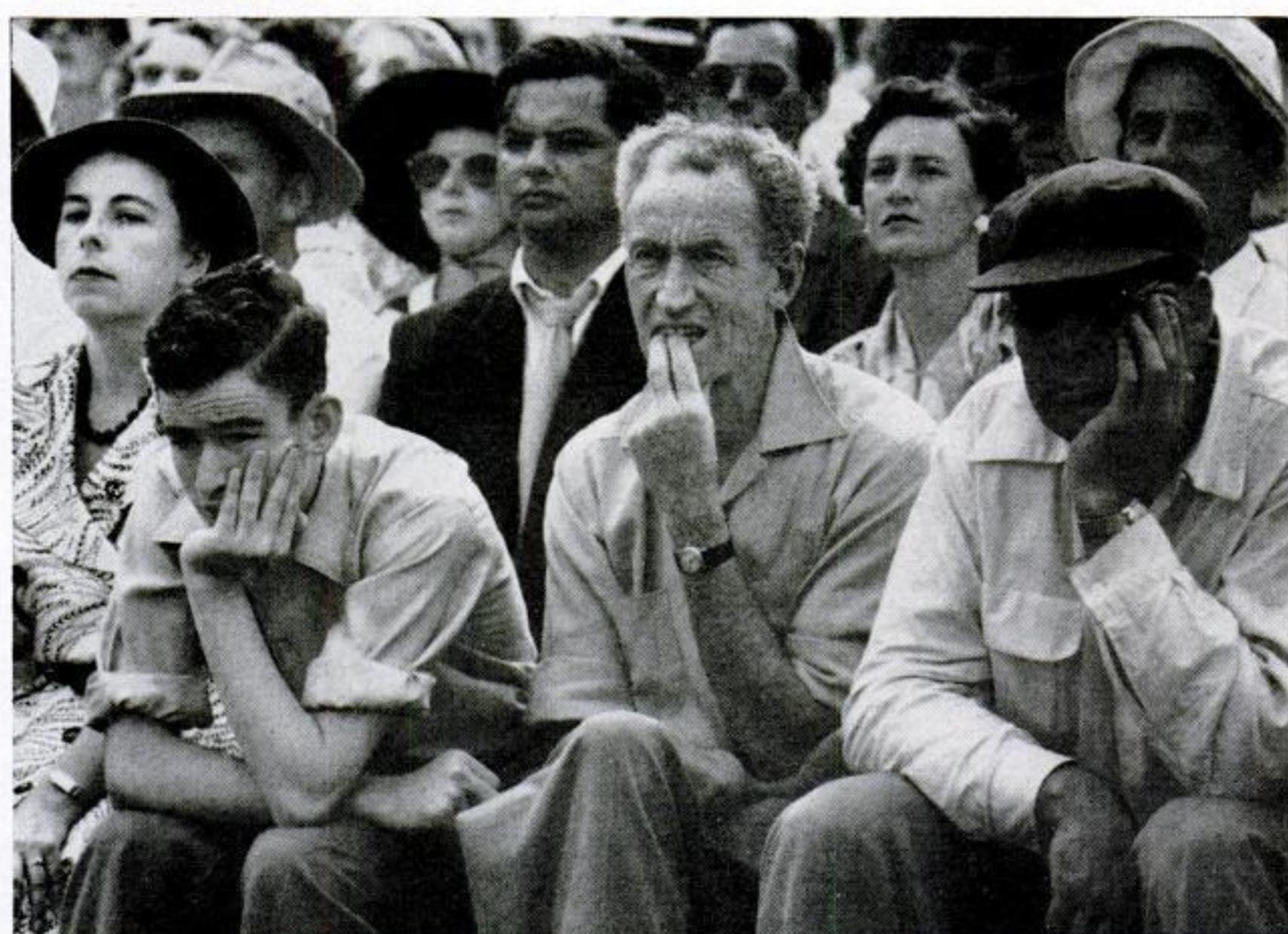
## Cup Is Back CONTINUED



WITH U.S. AT MATCH POINT, ROSEWALL HITS BACKHAND TO TRABERT

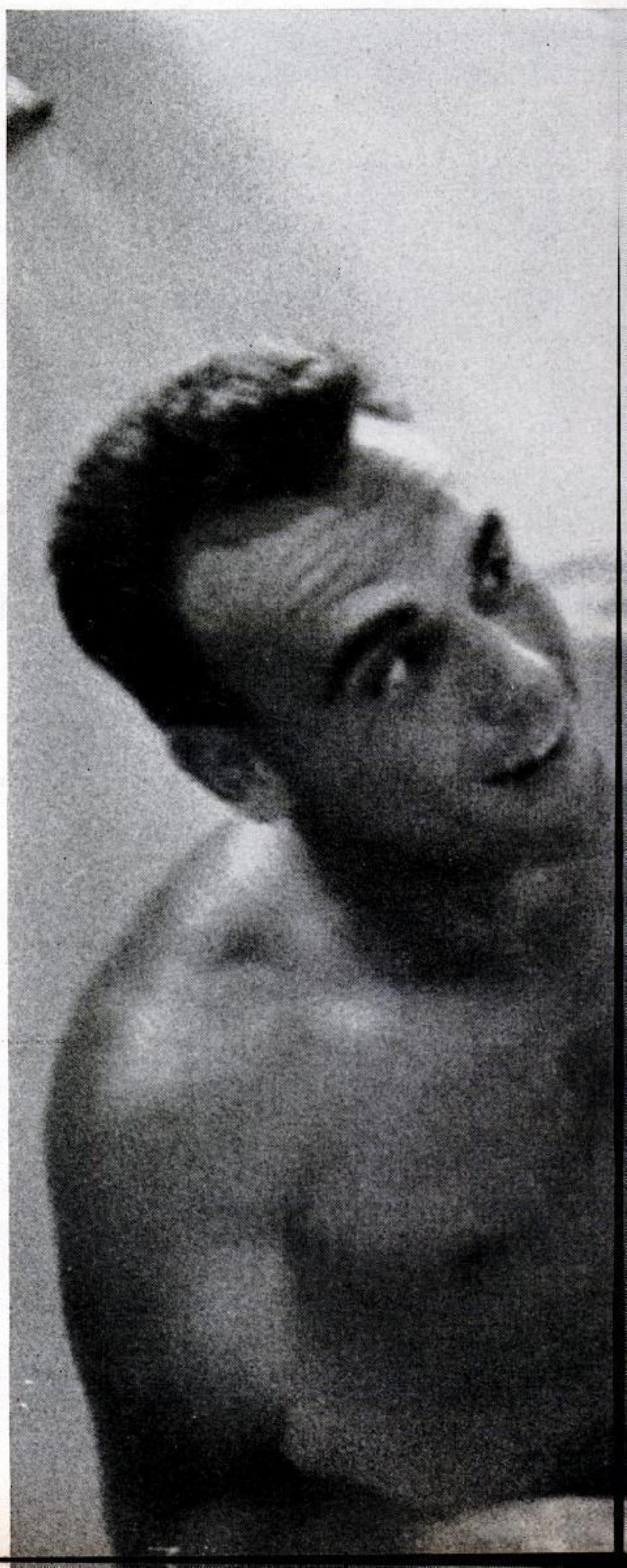


TRABERT ADVANCES TOWARD THE BALL, GETS SET TO SEND IT BACK TO HOAD



GLUM AUSTRALIANS who take their tennis as seriously as U.S. fans take their baseball,

watch dejectedly as Seixas rushes for the net, hits a placement Rosewall could not hit back.

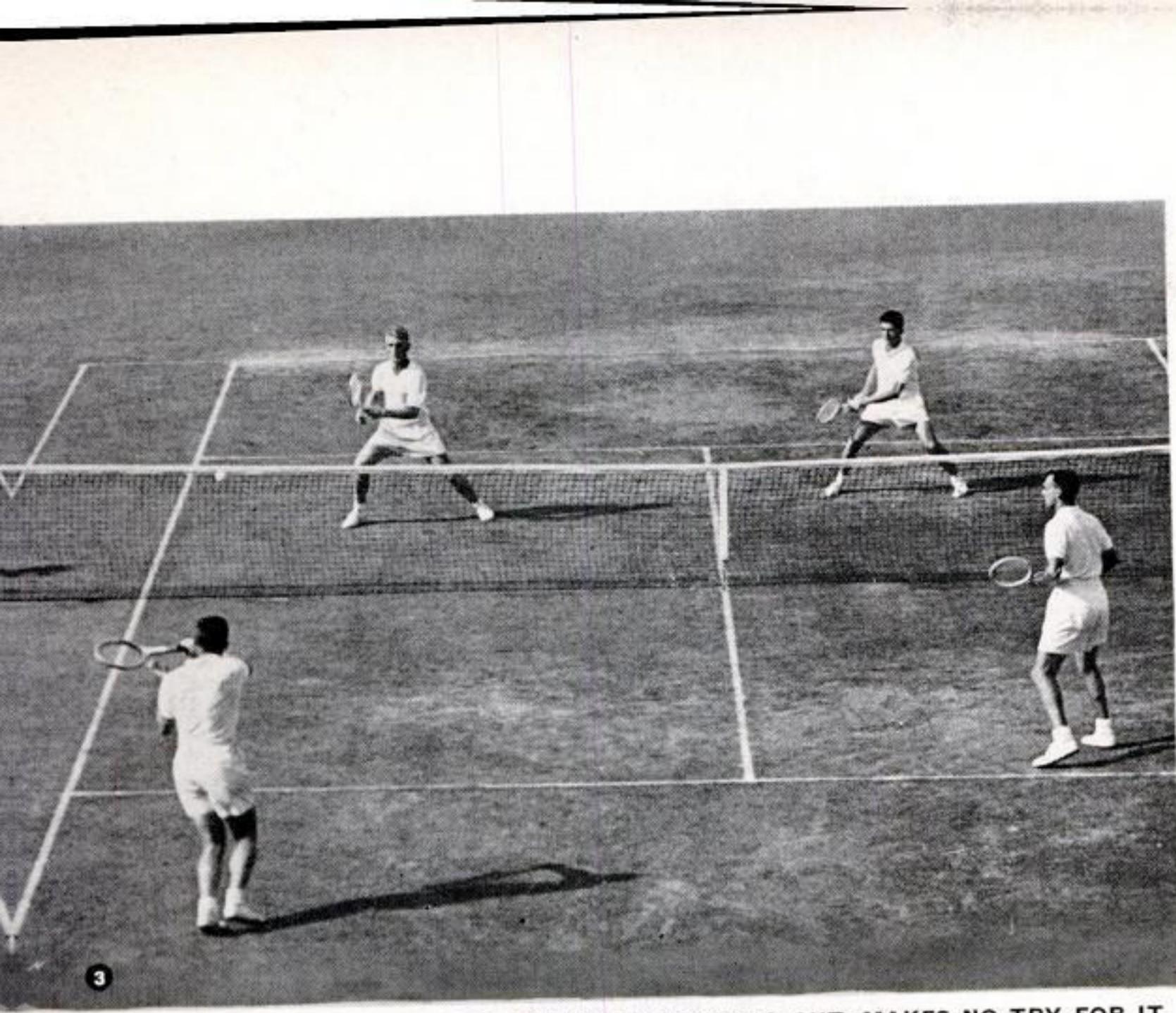


NONPLAYING HERO Bill Talbert called the triumph the "result of a year's planning." He



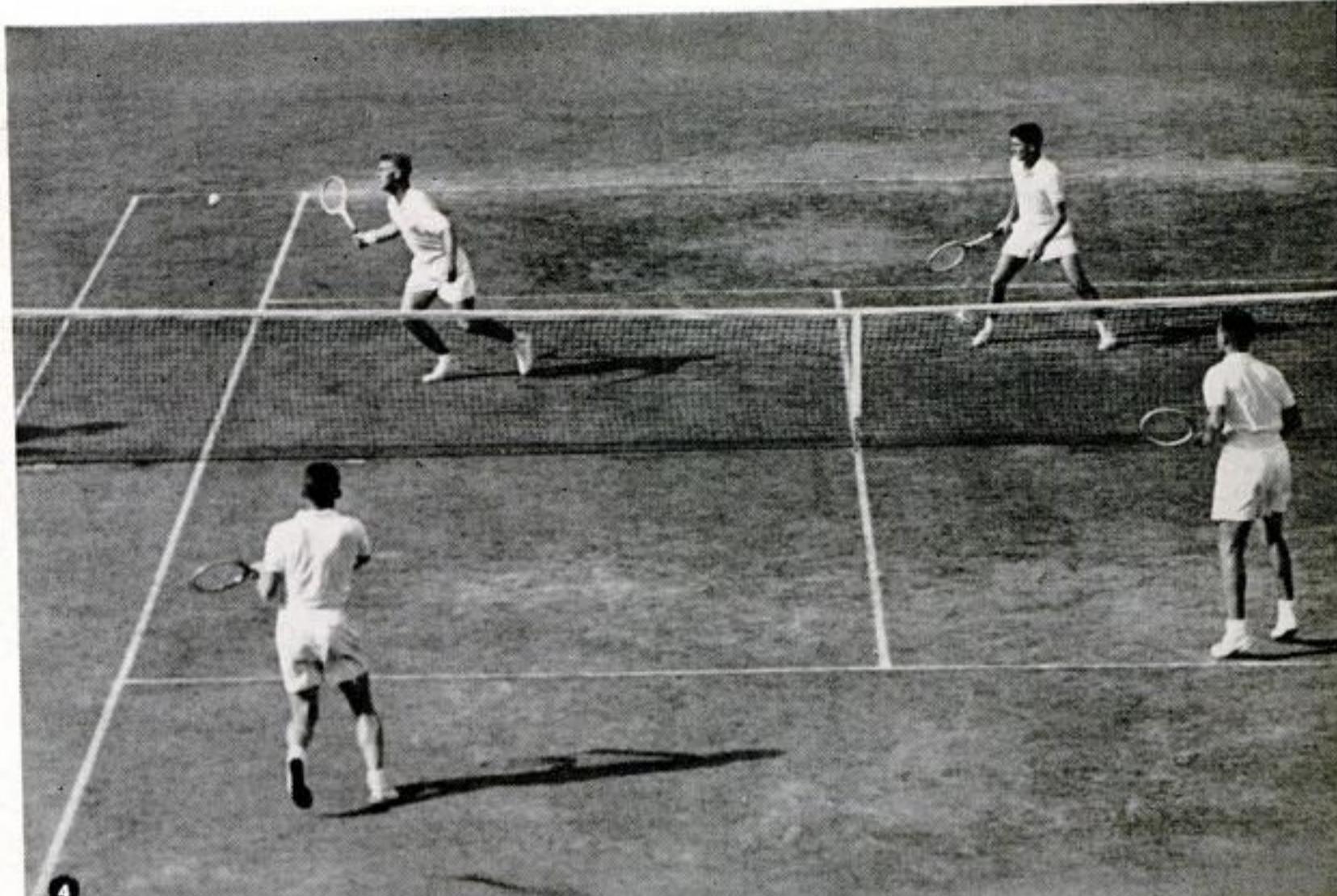
briefs players before doubles (*left*), then strips off his shirt in satisfaction after the victory.

IN VICTORY, SEIXAS AND TRABERT SWAP EXULTANT GLANCES IN THE SHOWERS →



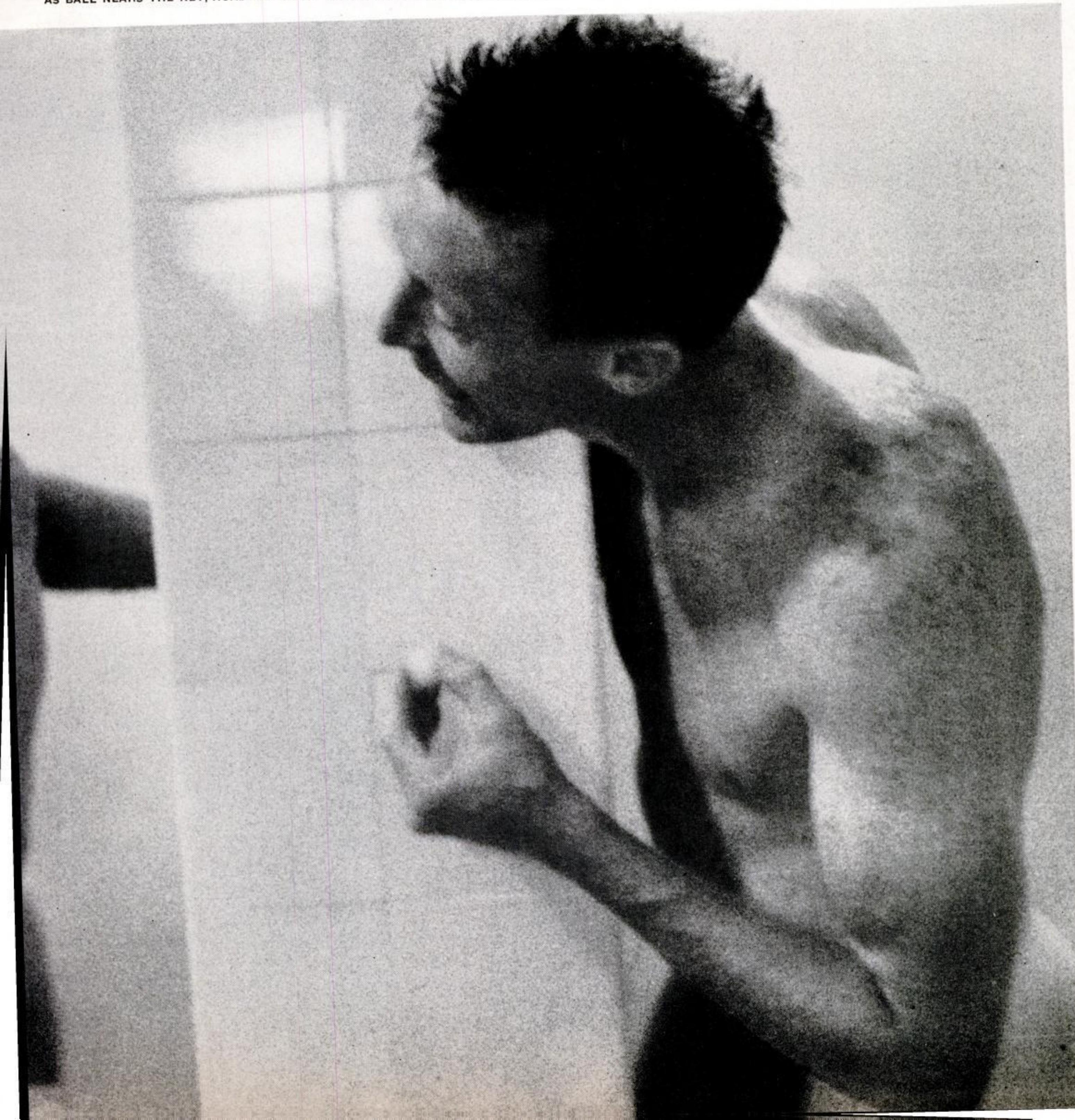
3

AS BALL NEARS THE NET, HOAD THINKS IT IS GOING OUT, MAKES NO TRY FOR IT



4

BUT TRABERT PUTS IT DEEP INTO THE CORNER, GIVING U.S. THE CUP





**IN CRETE** children stood for picture to send their father in 1949. Eldest, George, is in Greek army.



**PATIENT WIFE** Maria, shown in passport picture, was delayed by illness, will fly to U.S. soon.



**WAITING**, Mike chats with William Bingham, depot executive who helped to reunite the family.



**AIRPORT REUNION** found Mike beaming as if he would bust. His sons, Leonidas, 17, and Manuel

(tieless) 16, stand at his right; Jimmy, 22, is hidden behind him. Mike grips shoulder of Nikolaus, 13.

## HAPPINESS AS AN IMPORT

Greek family has a Utah reunion

In a blur of excitement six wide-eyed children named Katsanevas tumbled from a plane at Salt Lake City airport and brought a happy climax to a story which began in 1948. Early that year Mike Katsanevas left Crete with three of his 10 children and came to America, where he had lived as a young man. Mike took a janitor's job and began the long struggle for money enough to bring his wife Maria and the other children to Utah. But savings grew with dismaying slowness. Then last fall Mike's co-workers at the Clearfield Naval Depot heard of his sadly separated family and set out to reunite them. They raised \$2,625 for transportation, handled endless red tape and helped furnish a house (*right*). Finally the plane had landed and the Katsanevases could, after seven long years, shyly start getting reacquainted.





At left Kaliopé, 18, clutches Stelios, 9. At right Irene, 14, holds Aerti, 11, and Stavroula, 8. Admiral

George W. Bauernschmidt led delegation of Mike's generous friends coming from naval supply depot.



**HOMECOMING TOAST**, served to friends by Mike and Kaliopé, is liqueur Maria sent from Crete.



**GETTING REACQUAINTED**, Jimmy, who flew from Korea for the reunion, questions brother Nick.



◀ **PROCESSION** to the new \$8,500 home is led by Mike, who said, "It could only happen in America."

**SMILES** wreath faces of Stelios and brother Manuel (*above him*) as their initial shyness passes.

# AN AGENDA FOR 1955

## WESTERN DIPLOMACY HAS TURNED A CORNER AND CAN NOW SCORE SOME REAL VICTORIES

Ever since the Western world began its slow and halting efforts to rearm in 1947, it has had one oft-repeated objective: not war, but the ability to "negotiate from strength" with the Communists. The exact day or week on which that position is reached can never be named, but the year may well turn out to have been 1954. That year was at any rate a turning point for U.S. and Western diplomacy.

It was a year of grave defeats, of Dienbienphu and Geneva. But from these defeats John Foster Dulles and his fellow diplomats snatched the reprieve of the Paris agreements, which, ratified last week by the French Assembly, will make possible the rearment of Germany in 1955. For nearly a decade Western Europe has been half-paralyzed by the shadow of the Red army and its grim inhibitor, an atomic world war. In 1954 this shadow began to lift. Other bright spots (Suez, Trieste) appeared elsewhere in the diplomatic sky. As a result the West, despite its Asian losses, enters 1955 in a new position not only to stem but to turn the tide of world Communism.

The change in Red tactics betrays the change in the real situation. While straining (at great internal cost) to keep Russia in the nuclear arms race, Malenkov has lessened some of the tensions that made "coexistence" such a mocking word and has made his definition of this word a leading semantic question of 1955. This question presents grave dangers to the always gullible West, but at least it is a different kind of danger than the one we had been facing. Atomic strength is no longer the West's only strength; atomic diplomacy is no longer our only alternative to appeasement. In the unremitting and unavoidable struggle between Communism and freedom, the free world is now strong enough to fight on a broad diplomatic front and needs only a corresponding confidence and solidarity to make 1955 a year of significant victories.

To win these victories, we must first place them on our diplomatic agenda. Here is a list (not exhaustive) of objectives that now look achievable before 1955 is over.

•

**GERMANS IN UNIFORM.** With the Paris agreements behind us, the first Western goal for 1955 should be to get some Germans actually into uniform. NATO is far stronger than it was, and 12 German divisions will no longer make all the difference whether the Red army can march to the Channel or not. But until they exist there is a gaping and invidious hole in the NATO defense structure. Unfortunately, West German youth is far less willing to be drafted now than it would have been for the sake of EDC's united Europe. Therefore part of the problem of getting Germans into uniform will be to reanimate, through a strengthened NATO, the complementary goal of European unity. That goal needs reviving for other reasons. It is the one idea for Europe to which Communism has no answer.

**GREENER GRASS IN SOUTH ASIA.** Despite its 1954 victories, Asian Communism, too, can be stemmed and turned. The chief requirement is U.S. resolution. Besides the real estate and armies of Korea and Formosa, our Asian assets include the 1954 Manila conference and the Pacific Charter, which showed (as Dulles said) that "Asian and Western nations can work together as equals," and were therefore "an important step toward laying the ghost of Western colonialism." That ghost is Communism's chief ally in Asia—that and the military victories which have so inflated Red prestige.

Our target for '55 should therefore be to put flesh on the Manila pacts, while at the same time refusing the Reds any more military victories. Dulles' first overseas trip of '55 will probably be for the purpose of "implementing" Manila with

some joint U.S.-British Commonwealth-Philippines-Thailand military planning. But meanwhile, in the still-free half of Vietnam, our enormous and urgent problem is to organize a government, an army, an answer to Red infiltration, and a fighting chance to beat Communism in the elections of 1956. Without an all-out effort to make the grass of freedom look greener than the Vietminh's, this could be the first time Communists ever won a free election. And anything less than an all-out effort in Vietnam would soon make Cambodia, Laos and Thailand as vulnerable as Vietnam looks now.

**PROGRESS IN THE MIDDLE EAST.** The Middle Eastern situation moved from desperate to merely bad in 1954; in 1955 it promises great returns to great diplomacy. Already the rigid alignments of past years are shifting. Britain, long the classic villain for Israelis, is seeking to bring the Arab world into negotiating peace with Israel. Egypt, long the leader of the Arab world's anti-Israel agitation, is now ruled by dedicated young men who realize that their true *jihad* is against their own nation's poverty. Israel itself is beginning to talk less truculently. The raw material of violence is still strewn throughout the Middle East, but so are opportunities for pacification. Western diplomacy can show the Arabs how to make their deserts blossom as greenly as Israel's (as in the U.S. offer to harness the Jordan River); it can press for mutual Arab-Israel concessions and trade; it can isolate the fanatics and encourage the progressives like Nasser; it can make great strides toward liquidating the Arab-Israel war this year.

**ITALIAN COMMUNISM.** Italy has had the biggest Communist party outside of Russia. But it is the volatile, bread-and-butter type of Communism that can be countered by economic measures, and in 1954 the Italian government, aided by the U.S., began its first serious attempt to do so. If this effort is maintained through 1955, the Italian Communist party will no longer be a major factor in European politics.

**THE JAPANESE ECONOMY.** With no empire and no new markets to make up for it, Japan's trade is languishing to a point described by one Japanese editor as "economic bedlam." The new Japanese government's only answer is more "hands-across-the-China-Sea." Yet there are two better answers which U.S. policy can help make real. One is more free Asian trade, now blocked by the obsolete Japanophobia of men like Syngman Rhee. The other is an expansion of world markets. Japan's need is simply the most urgent example of the whole free world's chief need from the U.S. in 1955, which is the final point on this agenda, namely:

**A WORLD ECONOMIC POLICY.** In every part of the free world a key to hope and solidarity is the rate of economic progress. The actual rate of progress throughout the free world is not only shockingly uneven, but everywhere lower than it could be with freer trade and more investment. And the key to that increase is U.S. policy. If we boldly and clearly liberalize our own trade and investment policies this year, every U.S. diplomatic problem will be made easier, from the defeat of Italian Communism to the final conversion of Nehru. If not, all these problems will be harder, and other new dangers will arise to make the 1956 agenda look harder still.

•

But as things stand now, 1955 can be a great year. Complete this program and we should enter 1956 with firmer confidence in peace—and roomier slogans than coexistence.



## Everybody will think you made this Italian-style Spaghetti Sauce

IF YOU want to impress your family and your friends, here's one way to do it. First, heap their plates with steaming strands of home-cooked spaghetti. Then, top each mound with Spaghetti Sauce by FRANCO-AMERICAN.

This Spaghetti Sauce looks and tastes for all the world like "homemade". It's rich and savory, like the slow-simmered kind Italians cook so beautifully.

In fact, the Franco-American recipe is as Italian as spaghetti itself. It contains

no less than fourteen homely ingredients, including meat—fine quality beef, chopped into tender bits. Also tomatoes and onions and parsley and garlic and spices.

Can you imagine cooking a sauce like this at home? It would certainly take plenty of patience and time! But the only thing you have to do with Franco-American Spaghetti Sauce is heat it. Three or four minutes!

Just for fun, why don't you see how many people ask you for your recipe when

you serve this homemade-tasting sauce? (You can tell them it's a deep, dark secret—because it is.)

And don't forget—you can be the proudest cook in your neighborhood for less than 8 cents a serving. At that price, how can you afford not to keep Franco-American Spaghetti Sauce on hand?

**Franco-American**  
Spaghetti Sauce WITH MEAT



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**Which?** Tall, short, or "on the rocks"—a drink of Four Roses is its *own* best salesman! Taste it . . . and you'll find out more about Four Roses' subtle, satisfying and *distinctive* flavor than words or pictures could ever tell.

At the bar, or in the store, just ask for Four Roses—the brand that has won an envied position with men who know greatness in whiskey.

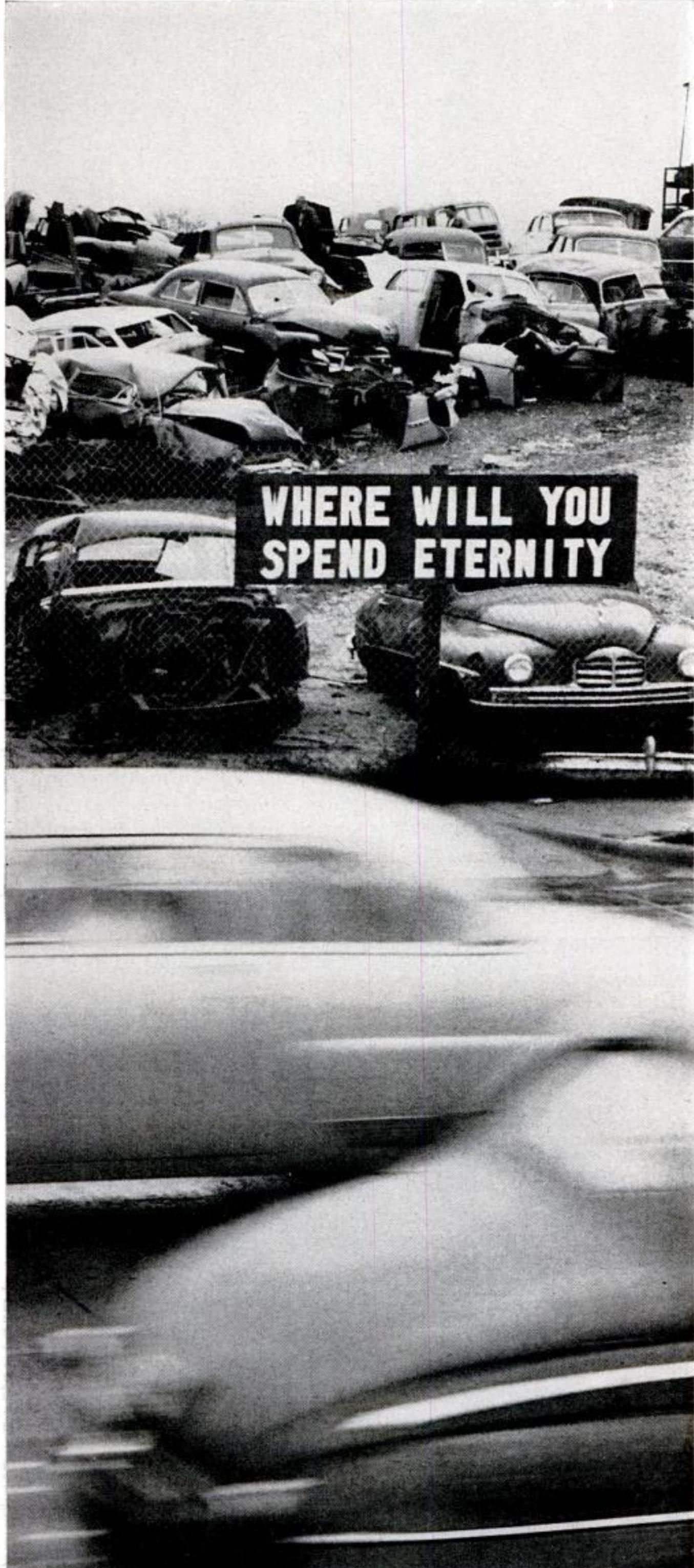
FRANKFORT DISTILLERS COMPANY, N. Y. C. BLENDED WHISKEY. 86.8 PROOF. 60% GRAIN NEUTRAL SPIRITS.



THE ONE THING YOU CAN'T GET IN ANY OTHER WHISKEY...THE FLAVOR OF

**FOUR ROSES**

# AS NATION PREPARES TO TAKE ON 1955 . . .



## A RECORD TRAFFIC TOLL IS RECORDED

Motorists speeding by this auto wrecking lot in Atlanta may not have taken seriously a sign erected there by a local church, but the question it posed affected a depressingly large number of them. The National Safety Council, predicting 370 traffic deaths in the U.S. over the Christmas weekend, thought its guess had been too high. But the final figure was 392, an average of 7.3 an hour, a new national record.

CONTINUED ON NEXT PAGE

## A Glimpse at Insurance in Action



**W**HEN WINDSTORMS, explosions or other disasters cause widespread destruction to a community, trained adjusters of the capital stock insurance companies move into the stricken areas.

According to plans made in anticipation of such disasters, catastrophe offices are set up and operating in a matter of hours. Urgently needed information and comforting advice on what to do about claims and damaged property are communicated over the radio and in newspapers to dazed and troubled people. Local insurance agents work night and day processing claims.

Thus, through careful planning and foresight, the capital stock insurance companies and their agents go into action immediately in the wake of destruction—to bring peace of mind and to provide promptly the ability for building anew.

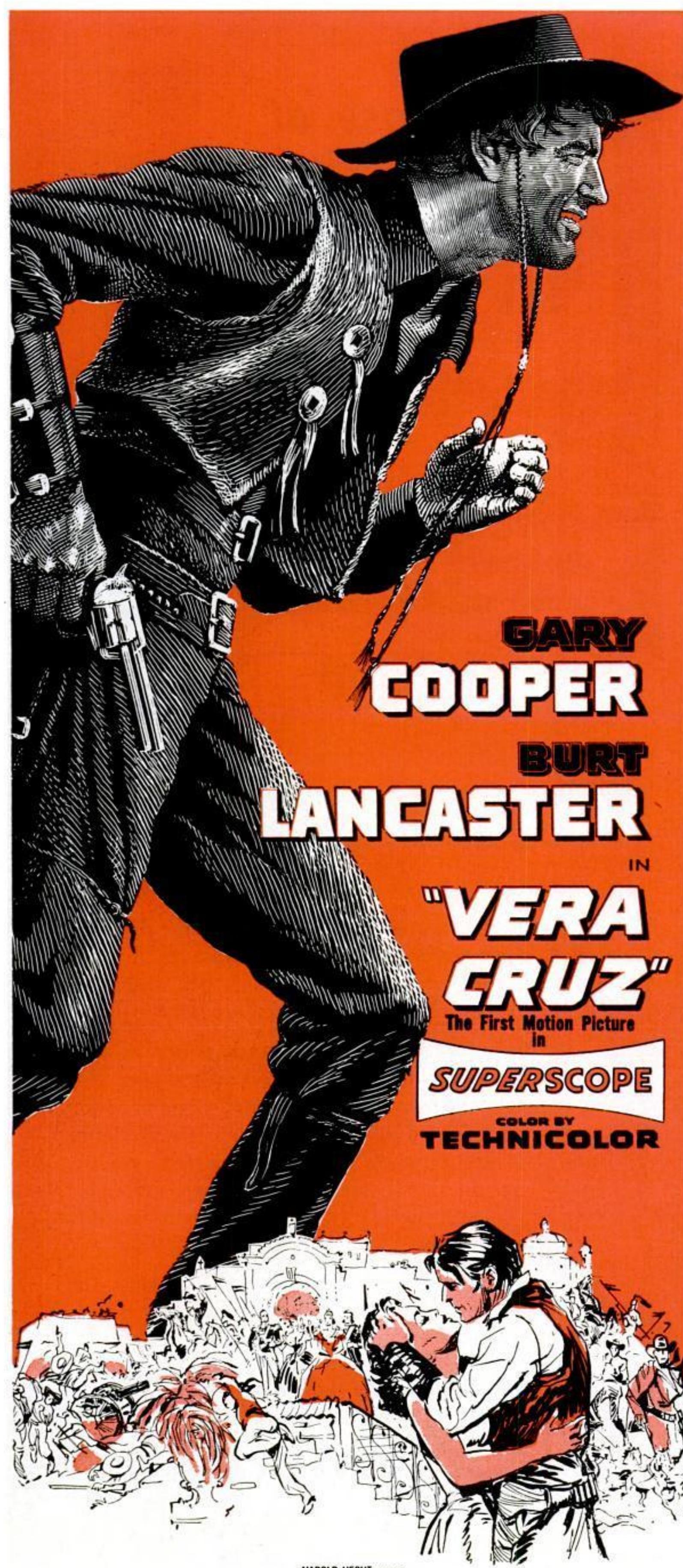


For the name of a nearby America Fore agent call  
Western Union by number, ask for Operator 25.



- ★ The Continental Insurance Company      ★ Fidelity-Phenix Fire Insurance Company
- ★ Niagara Fire Insurance Company      ★ American Eagle Fire Insurance Company
- ★ The Fidelity and Casualty Company of New York

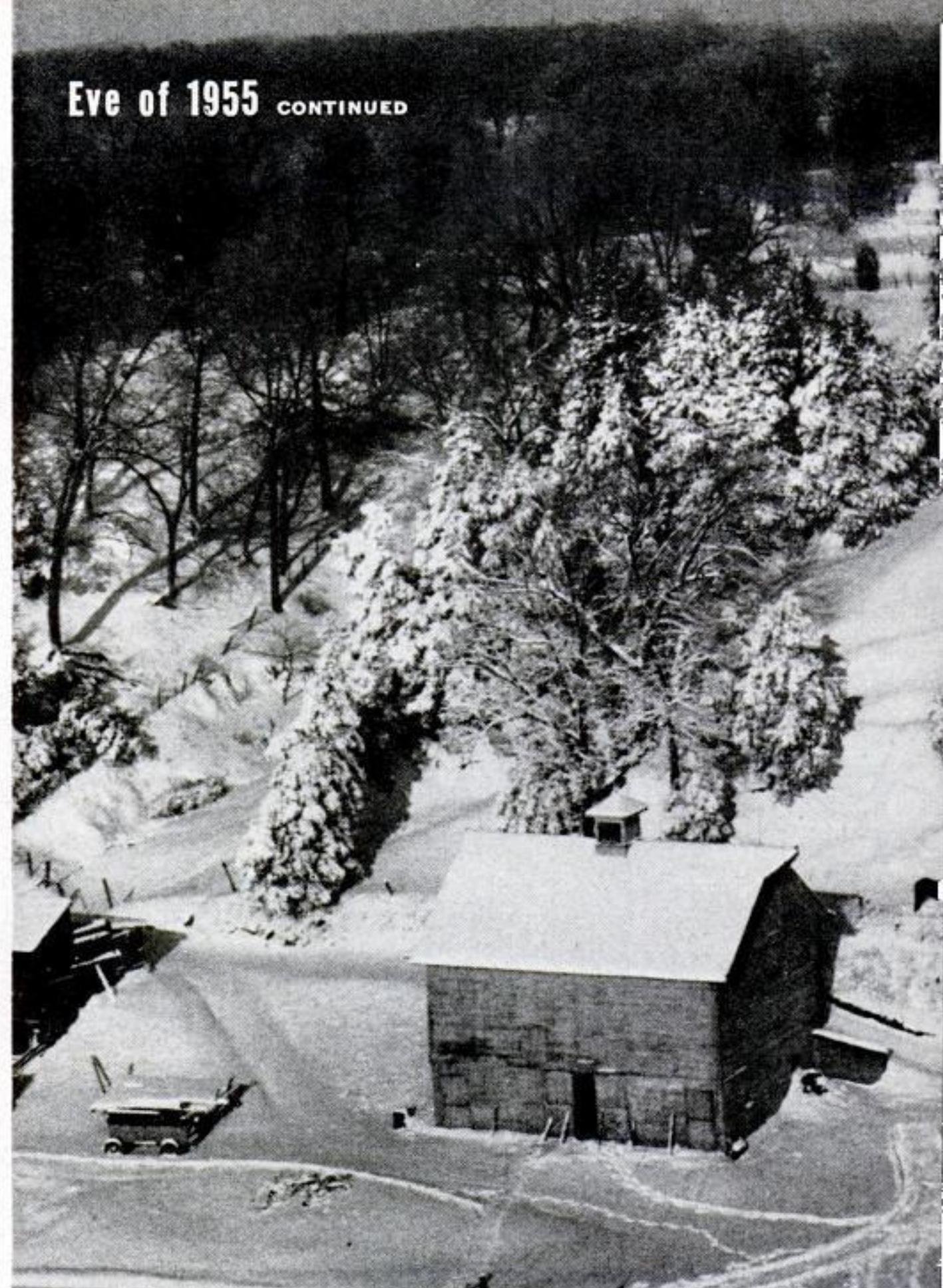
Eve of 1955 CONTINUED



HAROLD HECHT presents  
**GARY COOPER - BURT LANCASTER**  
in  
**"VERA CRUZ"**  
COLOR BY TECHNICOLOR

Co-Starring DENISE DARCEL and CESAR ROMERO with GEORGE MACREADY - ERNEST BORGnine and introducing SARITA MONTIEL  
Screenplay by ROLAND KIBBEE and JAMES R. WEBB - Story by BORDEN CHASE - Produced by JAMES HILL - Directed by ROBERT ALDRICH  
A HECHT-LANCASTER PRODUCTION • Released thru UNITED ARTISTS

COMING SOON TO YOUR FAVORITE THEATRE!



### SNOW COVERS LARGE

After a mild autumn much of the U.S. last week suffered through its first winter weather. Eight inches of snow fell on northwestern Illinois, producing a romantic and peaceful farmyard scene near Moline, Ill. (above). Elsewhere the weather had less pacific effects. Tornadoes thrashed Alabama and Mississippi and rivers in Pennsylvania and West Virginia overflowed. Fort Scott, Kan. had a record 26 inches of



### A FAMOUS MARRIAGE

The picture of domestic bliss little more than a year ago, Leopold Stokowski and his wife, the former Gloria Vanderbilt, separated last week. When LIFE visited the Stokowskis (Sept. 7, 1953) the renowned orchestra conductor proudly posed with his sons (above). But last week Gloria was being escorted to the theater by movie actor Frank Sinatra (opposite). The Vanderbilt heiress, whose mother and aunt



## PARTS OF THE U.S.

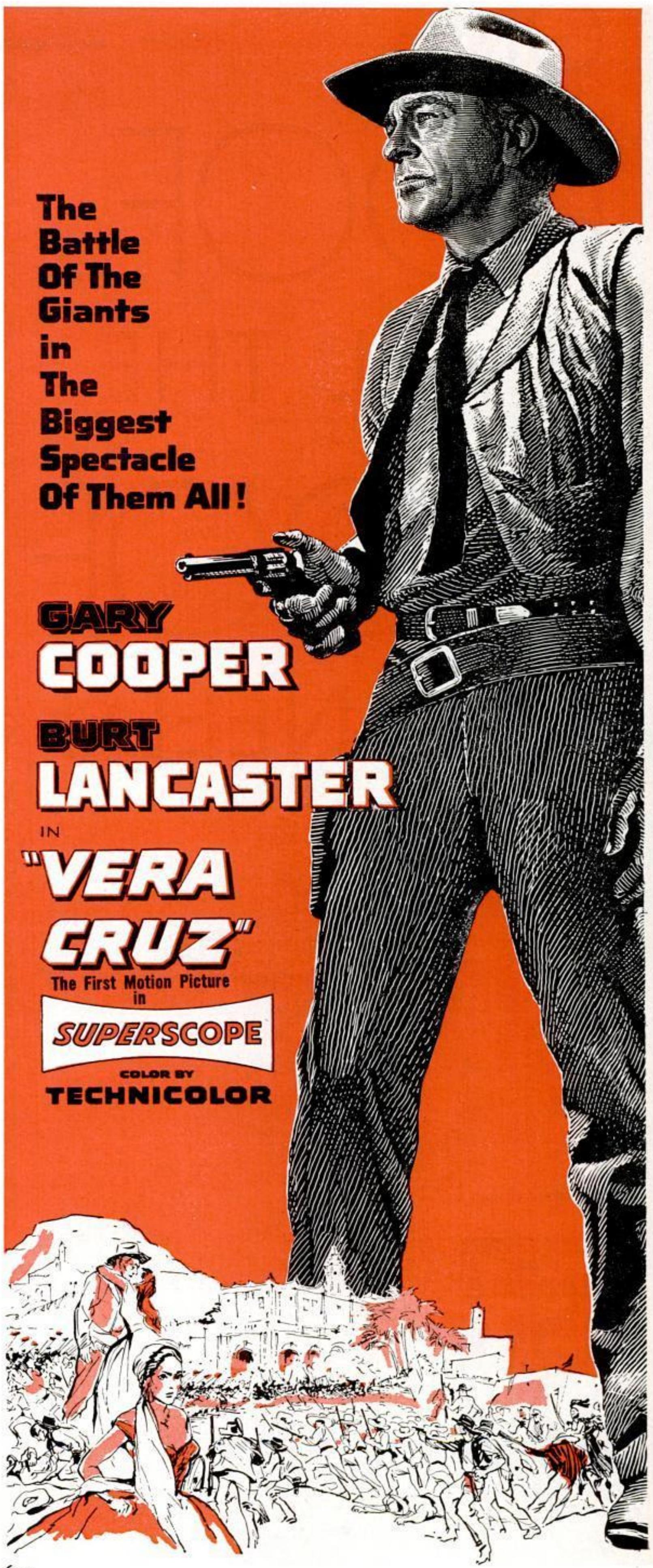
snow and ice glazed roads in Kansas and Oklahoma. On a 23-mile stretch of snow-swept highway in Texas, more than 250 motorists were stalled all night. They were rescued through combined efforts of Army tanks, bulldozers and snow-clearing trains as many motorists, who kept their engines going to stay warm, were running out of gas. In all the U.S. at least 57 deaths were reported from the storm.



## GOES ON THE ROCKS

battled over her custody in a famous 1934 court case, was first married in 1941 to an actors' agent, Pasquale di Cicco. In 1945 they were divorced and Gloria married Stokowski. Last summer she embarked on a stage career. When asked the reasons for their separation last week, Gloria said, "He must be away for long periods of time, and I finally came to the decision to break away. There is no bitterness."

CONTINUED ON NEXT PAGE



COMING SOON TO YOUR FAVORITE THEATRE!

# ONE POOF... IS ALL THE PROOF YOU NEED!



Poof...  
there  
goes  
perspiration!



47-DAY BOTTLE  
**FREE**

with purchase of  
large \$1.25\* size  
Stopette

\*Plus tax

If you've never tried Stopette, how can you know what a sheer delight it is?

Stopette is the lotion spray deodorant. Gentle as a balm to your skin. Yet completely effective. One "Poof!" checks odor and moisture for the whole day.

And here's something else you can depend upon . . . Stopette will work *every day* . . . you never become immune to its formula.

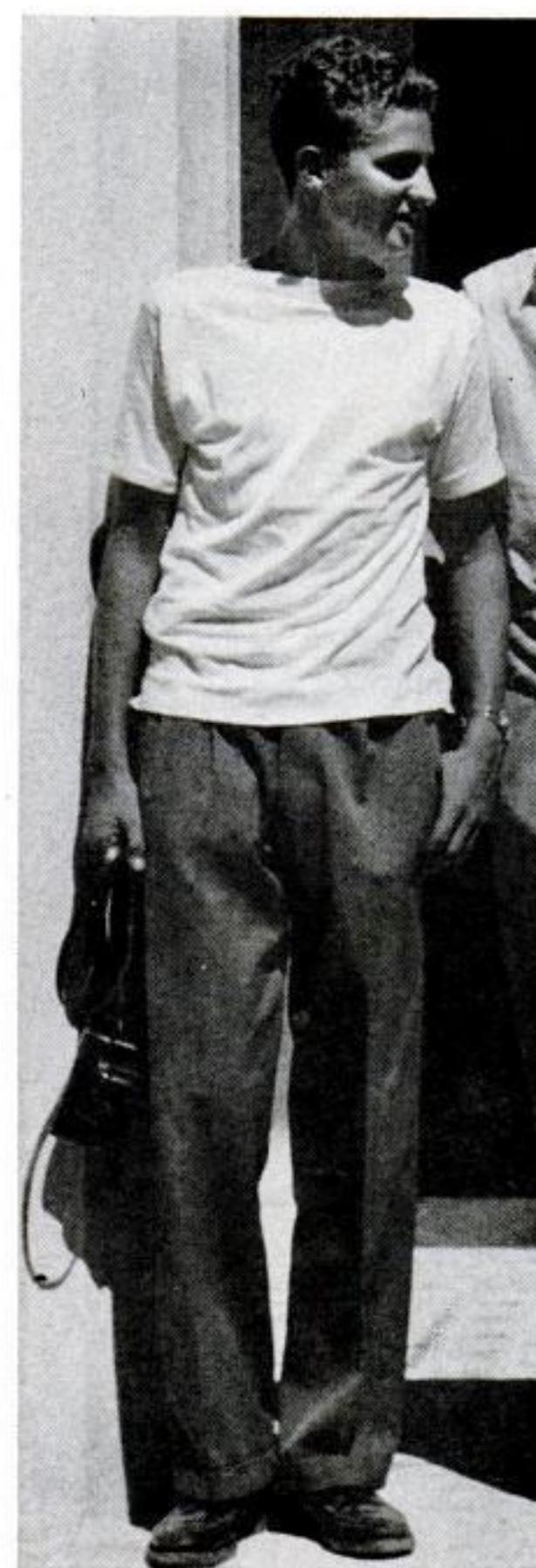
Such reassurance is worth a fortune . . . so isn't Stopette worth a try today?

Enjoy "What's My Line?" every week on CBS-TV

**Stopette**  
THE LOTION SPRAY DEODORANT

JULES MONTENIER, INC., CHICAGO

Eve of 1955 CONTINUED



## GOOD GOVERNOR ENDS 12 YEARS IN ALBANY

After 12 brilliant years as governor of New York State, a smiling Thomas E. Dewey moved out of the executive mansion in Albany. He now becomes senior partner in a top New York legal firm.

## MONARCHICAL HOPES BRIGHTEN IN SPAIN

The possibility that young Don Juan Carlos of Bourbon would one day rule Spain brightened when his exiled father agreed to Generalissimo Franco taking charge of the boy's education.



## A BETURBANED TITO SMILES AMID PURGES

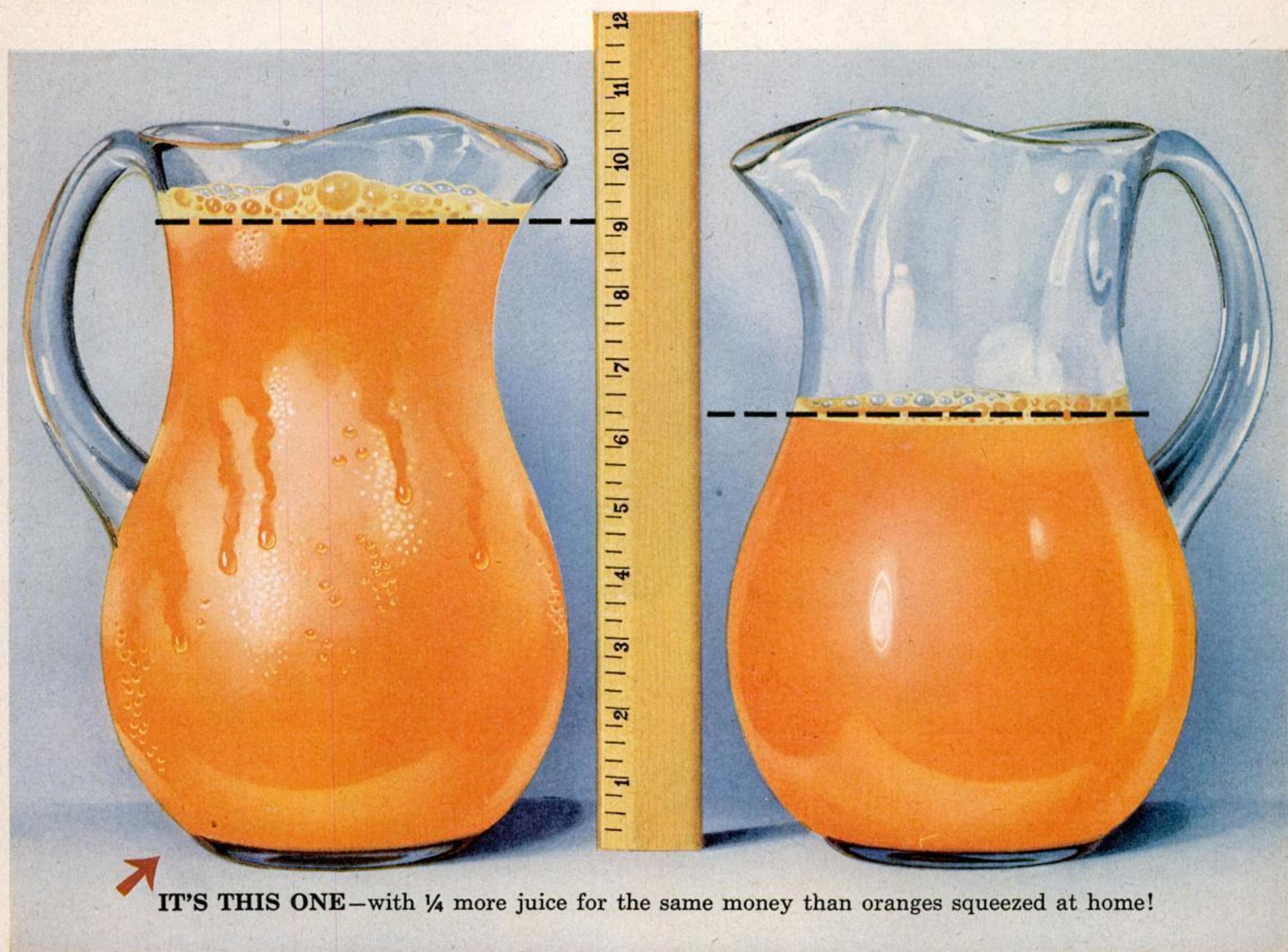
Wearing a turban and a grin, Marshal Tito gabbled about in India while at home two old pals, his former vice president and his official biographer, were charged with ideological unorthodoxy.



## CROWN PRINCE AKIHITO MARKS 21ST BIRTHDAY

Crown Prince Akihito of Japan turned 21. He enjoyed a family reunion, wore a snappy sports jacket in the garden and joked over rumors that his royal parents were hunting him up a wife.

# Which Pitcher has the Minute Maid Orange Juice in it?



IT'S THIS ONE—with  $\frac{1}{4}$  more juice for the same money than oranges squeezed at home!

These 2 Pitchers tell you better than 1000 Words why

## Minute Maid *Fresh-Frozen* Orange Juice is better for your health

- 1 You get  $\frac{1}{4}$  more Delicious Juice!
- 2 You get  $\frac{1}{4}$  more Healthful Vitamin C!
- 3 You get  $\frac{1}{4}$  more Body-Building Minerals . . .

*Make Yourself the Pitcher of Better Health with Minute Maid!*

**$\frac{1}{4}$  MORE FOR  
YOUR MONEY!**

Based on orange price  
averages reported to United States  
Department of Agriculture







MONTINI HEARS BROADCAST OF POPE'S BLESSING

## A PAPAL POSSIBILITY IS ELEVATED

While churchmen and lay Catholics all over the world paid close heed, the Church in ancient ceremonial in Rome consecrated a new archbishop for Milan. The rites in St. Peter's attracted more than ordinary interest because the new archbishop, Giovanni Battista Montini, is believed by many to be Pope Pius XII's personal choice as his successor. Now 57, Archbishop Montini, whose late father was a deputy in the Italian parliament, was ordained at 23 and, save for short periods as parish priest and secretary to the Warsaw Nunciature, has served his entire clerical life in the Church's diplomatic service inside the Vatican, finally becoming Pro-Secretary of State for Ordinary Affairs. He became one of the closest advisers to the Pope, who is expected, shortly, to make him a cardinal.



AFTER CONSECRATION, Archbishop Montini arises on the altar under Bernini's statue of St. Ambrose, "giant of the west," who was early bishop of Milan.



IN SOLEMN RECESSIONAL the new archbishop (middle tall mitre) leaves the crowded basilica of St. Peter, accompanied by some of the bishops who

assisted at his consecration. He is walking past a section specially reserved for the bishops and *monsignori* of his new archdiocese of Milan, largest in Italy.

**Great  
New!**

# January Savings at your REXALL

## 1/3 Off on Rex Ray HEATING PAD

A family necessity for the cold season — now at a sensational saving! Three positive speeds to ease aches of winter colds and flu. Rubberized inner cover, tan flannel outer cover.



Rexall Aspirin,	No finer, faster-acting aspirin made. Family-size, 200-tablet bottle, reg. 87¢, now only.....	66¢
Klenzo Facial Tissues,	soft absorbent tissues, in white or color. 2 boxes of 300, only.....	47¢
Roxbury Hot Water Bottle,	fine quality rubber. A real value at.....	98¢
Envelopes,	Belmont "Big Value" box contains 100 commercial envelopes, 6 1/4 size. 37¢ value.....	27¢
Helen Cornell All-Purpose Hair Set,	curlers, bob-pins. Reg. 25¢ card, 18¢; 2 for.....	35¢
"8480" Non-Smear Nail Polish Remover,	4 ounce, 39¢ value.....	24¢
Cape Cod Vacuum Bottle,	Keeps liquids hot or cold. Holds full pint. \$1.59 value, now only.....	\$1.29

## Cara Nome HAND CREAM

The purest and mildest of hand creams, made especially for the one woman in ten with sensitive skin. Quick-vanishing base, pleasing fragrance. Buy two jars now for price of one! Giant 6 3/4-oz. jar, reg. \$2.50..\$1.25

1/2 PRICE!



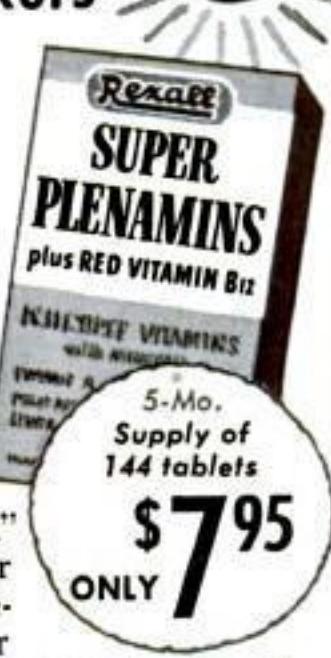
Now in one tablet for Vitamin takers

## REXALL SUPER PLENAMINS

11 Vitamins plus 12 Minerals

Complete "vitamin diet" gives more than your minimum daily requirement of all vitamins for which minimums have been set — plus 12 important minerals — in one tablet! Exclusive 31-step process makes vitamin-mineral blending possible — guarantees long-lasting potency.

5-Week Supply, 36 tablets, only \$2.59  
2 1/2-Mo. Supply, 72 tablets, only \$4.79



ALWAYS TIRED OUT? ANEMIC?

## REXALL MULTI-VITAMIN V-10

Pleasant-tasting tonic helps prevent simple nutritional anemia. Has 5 times minimum daily requirement of iron, plus 5 important vitamins.



## EFFECTIVE COUGH AND COLD REMEDIES

FOR TICKLING THROAT

### REXALL LOZOTHRICIN Throat Lozenges

Cherry-menthol lozenges soothe simple sore throat, help relieve coughing due to colds, inhibit growth of many bacteria.



RAW SORE THROAT?

### REXALL OROTHRICIN Mouthwash

Contains antibiotic Tyrothricin to inhibit growth of many bacteria — speeds healing of simple sore throat, due to colds. Freshens breath instantly.



STUFFED UP NOSE?

### REXALL NASOTHRICIN Nose Drops

Double-action nose drops contain vaso-constrictor to relieve congestion; Tyrothricin to inhibit bacteria.



CHEST CONGESTION?

### REXALL LIQUID CHEST RUB

Deep-penetrating — quickly relieves surface congestion. Stainless, greaseless. Makes inhalant in steam vaporizer.



Now! Fight Cold Miseries ALL FOUR WAYS AT ONCE

### REXALL ASPIROIDS

Relieve simple headache, minor muscular aches and pains, excess gastric acidity and temporary constipation.  
With Antihistamine. 30 tablets....98¢



Rexall drug products are guaranteed to give satisfaction or your money back

Rexall Klenzo Mouthwash sweetens breath swiftly. Ruby-red, antiseptic mouthwash, with pleasant cinnamon flavor, refreshing astringent action. Full pint, only.....79¢

Rexall Rubbing Alcohol for Muscular Aches. Excellent, non-irritating compound gives quick relief. Effective when used full strength or diluted. Pint, only.....69¢

Rexall Tincture of Iodine for Cuts, scratches, abrasions. Antiseptic. 1/2 oz. with handy applicator, only.....19¢

Stag Cream Hair Tonic. Keeps hair neat, but not greasy — removes dandruff scales and relieves dryness. 3-ounce bottle.....43¢

Rexall pH7 Toothpaste with anti-enzyme factor. Neither acid nor alkaline. 3 1/4-oz. tube, 47¢

Rexall Mineral Oil for Constipation. Extra-heavy, specially refined — so is odorless, tasteless, not habit-forming. Pint.....69¢

Rex-Eme for Skin Irritations. Quickly relieves sunburn, minor burns and scalds, other minor skin irritations. 2-oz. tube.....33¢

Rexall Polymulsion for Infants and Children. Pleasant orange-flavored liquid containing Vitamins A, C, D, B1 and B2; mixes readily with babies' formula, juices, etc. 4 oz., \$1.15

Rexall Plastic Quik-Bands for Cuts. Flexible flesh-colored bandages. Waterproof, comfortable even on knuckles. 33 for only...39¢

Rexall Hygienic Powder. Spray or gargle, soothes minor skin irritations. 6 oz. ....75¢

Rexall Saccharin Tablets. For sweetening hot drinks. 1/4 grain, 100 for 35¢, 1000 for \$1.08; 1/2 grain, 100 for 45¢, 1000 for.....\$1.26

Glycerin Suppositories for Constipation. Give prompt relief. Adult or Infant. 12 for 43¢

Four Great New! Products From

## INVISIBLE HAND PROTECTOR



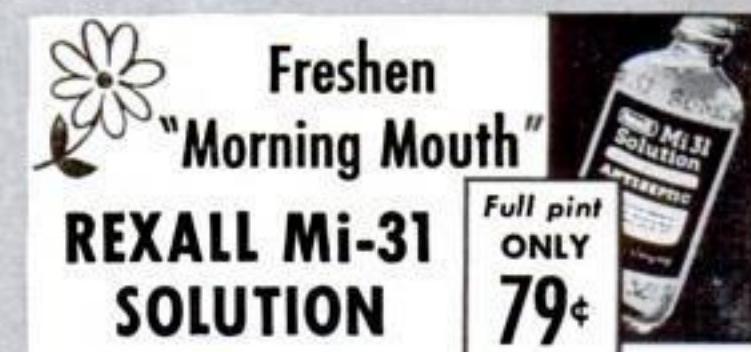
## CARA NOME SILICONE FORMULA LOTION

Protects your hands during household chores — with an invisible "glove" of wonder-working silicone. Repels water, keeps hands smooth.



## TRIPLE-ACTION COUGH SYRUP

Penetrating, analgesic, and sedative — but non-narcotic. Analgesic soothes while sedative relaxes cough reflex. For coughs due to colds.



Freshen "Morning Mouth"  
**REXALL MI-31 SOLUTION**

Rexall's famous amber-color mouthwash. Also a fine gargle, breath-deodorant and reliable antiseptic.

Mi-31 Throat Tablets....24 for 25¢



Heartburn? Belching?  
For Fast 4-Way Relief get  
**BISMA-REX**

1 Lb. Economy Size, Only.....\$2.09  
Bisma-Rex Gel. 1/2 Pint.....\$1.19  
Bisma-Rex Mates. 75 for.....89¢  
Bisma-Rex Tablets. Box of 12, regularly 10¢; with Chlorophyll.....25¢



NOW WITH "SHAKE-O-MATIC!"  
**QUIK-TEL FEVER THERMOMETER**

New, automatic shakedown case lets you "spin down" mercury in seconds, helps avoid breakage. Oral, Rectal.

# Drug ★ Store

## REXALL'S LABORATORIES



### SQUEEZE-BOTTLE NASAL RELIEF



1/2-oz. squeeze-bottle  
ONLY 89¢

### REXALL NASOTHRICIN NASAL SPRAY

Spray "spreads" effect, gives more relief than possible with drops. Relieves stuffy nose as it fights growth of many bacteria.

### SQUEEZE-A-DROP SACCHARIN



25 cc squeeze-bottle  
ONLY 65¢

### REXALL LIQUID SACCHARIN DROPS

Two drops equal a teaspoonful of sugar. No waiting for it to dissolve. Bottle can go anywhere in pocket or purse.

### LOSE UP TO 5 LBS. A WEEK WITHOUT COUNTING CALORIES

*Ann Delafield*

### REDUCING PLAN FOR WOMEN

Complete with big illustrated Beauty Book and 30 days' supply appetite reducing wafers and vitamins. 30-day supply \$6.95 Refill, \$5.95

### DELAFIELD REDUCING PLAN FOR MEN

Includes menus and health tips plus 10 days' supply appetite reducing wafers and vitamins. \$3.50 Refill. \$2.50



### CARA NOME CONCENTRATED SHAMPOO

Actually costs less per shampoo than many lower-priced products, because you use so little. Wonderfully effective—perfect for before or after home permanents.

### RELIEVE SORE, ITCHING FEET!

### FUNGI-REX

Fungi-Rex Aerosol

4 oz.  
\$1.59



Push-button spray gives quick relief; greaseless; helps prevent spreading and reinfection.

Fungi-Rex, 1½-oz. tube.....75¢  
Fungi-Rex Greaseless, 1½-oz. tube, 75¢  
Fungi-Rex Liquid, 3-oz. bottle.....75¢  
Fungi-Rex Powder, 4-oz. can.....59¢

Rexall Children's Aspirin, 1 gr., 50 for 35¢

Rexall Boric Acid for a Cleansing Lotion. Makes soothing, cleansing lotion for eyes, nose or throat. 4 oz. powder or crystals.....33¢

Rexall Lanolin for Your Skin. 1 oz. ....29¢

Stag Shaving Lotion. Brisk. 3 oz. ....60¢

Stag Shaving Cream. For smooth, clean shaves. Bay Rum, cooled, or brushless. 50¢

Rexall Chlorophyll Mouthwash. Cool, pleasant, mint-flavored breath sweetener. Foaming action floats away food particles. Full pint, only .....79¢

Rexall Mineralized B-Complex. Nine important B vitamins including Red Crystalline B<sub>12</sub>, plus liver, iron, Vitamin C, and 11 mineral trace elements—in 1 capsule. 100, \$5.95

Rexall Biokets for Raw Sore Throat. Anesthetic, antibiotic—relieve minor throat irritations, coughs due to colds. 15 for.....69¢

Rexall Glycerin for Rough Skin. Smooths and softens chapped, dry skin. 2 oz. ....47¢

Rexall Stork Nurses for Babies' Feeding. The modern feeding unit. It's quick, sanitary and leakproof. 35¢ each. ....3 for \$1.00

Rexall Spirits of Camphor for Cold Sores. Helps relieve cold sore discomfort. ½ oz., 20¢

Rexall Peroxide for Cleansing Cuts. 3% solution makes fine cleansing wash. 4 oz., 18¢

Rexall Polydrops Protect Babies' Diet. Pleasant-tasting diet supplement in easy-to-use drop form. Contains Vitamins A, D, B<sub>1</sub>, B<sub>2</sub>, B<sub>6</sub>, and C. 10 cc in drop-dose bottle, 89¢

Rexall Sweet'n-ets-Sprinkle Saccharin. 2½-oz. shaker is equivalent of 200 teaspoonsful of sugar. Contains no calories or carbohydrates. Use on fruits, cereal. No bitter aftertaste. For diabetics, dieters .....98¢

Lord Baltimore Portfolio for Letter-Writing. White, linen-finish stationery. Contains 36 large flat sheets and 24 envelopes. Only 69¢

Rexall Tincture of Benzoin Compound. Use in steam inhaler for relief of minor irritations of the bronchial tubes and larynx. Full U.S.P. purity and strength. 1-oz. bottle, only....39¢

Rexall Epsom Salt for Constipation. Far less bitter than ordinary Epsom Salt—specially processed. Odorless. 4 oz., only....19¢

## Double your money back if you don't agree that ANAPAC is the best COLD TREATMENT

Treat your next cold with Anapac ... we guarantee you'll get more effective symptomatic and continuous relief than from any cold treatment you've used. And, compare the price. Anapac gives you 20% more for your money than any comparable product!



## Double your money back if you don't agree CARA NOME NATURAL CURL is the best HOME PERMANENT

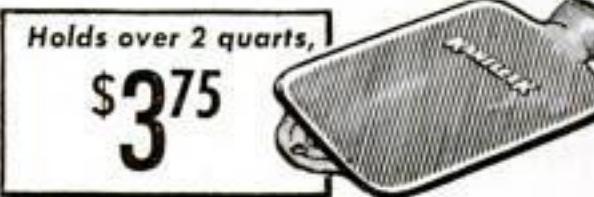


\$1.50  
Complete

"Neutralock" Neutralizer assures silky-softness from the first day! 3 types: for Normal, Bleached or Dyed, or Gray-to-White hair; and one for little girls.

New CARA NOME NATURAL CURL PIN CURL PERMANENT is the Best Pin Curl Permanent—double your money back if you don't agree! Gives softer, more natural curls—in less time, with less bother. As easy as putting your hair up, \$1.50

## KANTLEEK HOT WATER BOTTLE

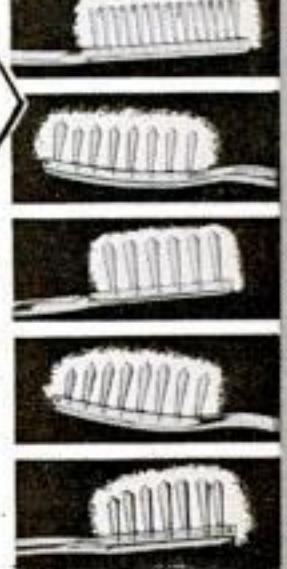


Holds over 2 quarts,  
\$3.75

Just turn over for heat you want. Smooth side is hot, finned side is warm. With 5-year guarantee!

## REXALL De Luxe TOOTHBRUSHES

Any Style  
59¢

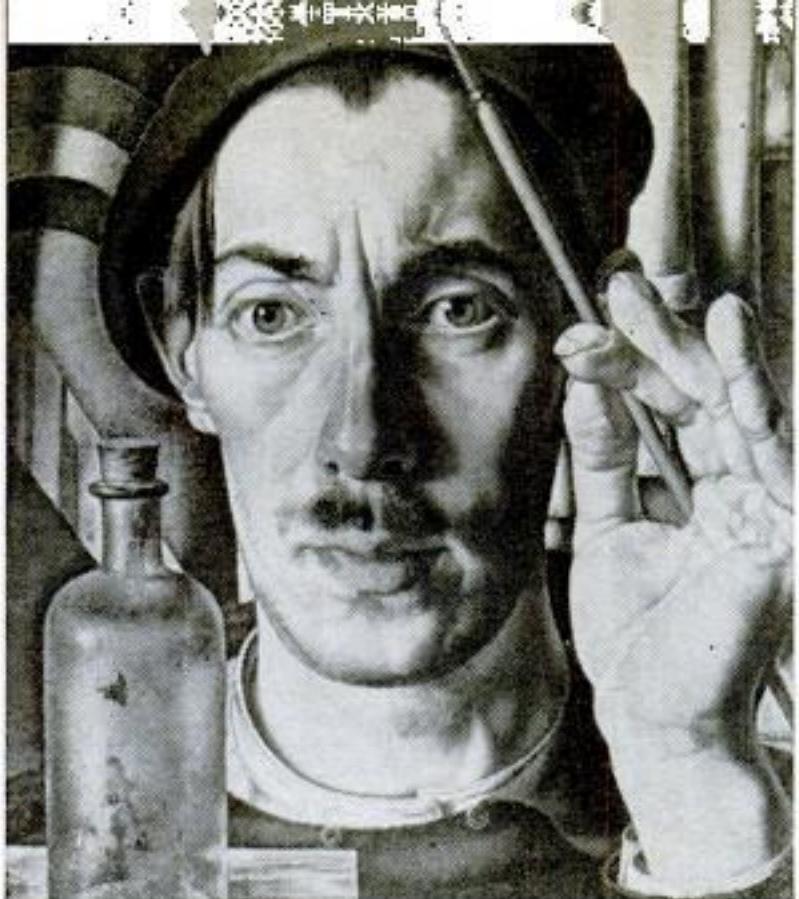


Choose Hyzon or natural bristles; medium or hard textures. Choose from 10 popular styles—sizes for adults, youths, and children—all medically approved.

Right reserved to limit quantities. Prices subject to Federal Excise Tax where applicable. Items and prices may vary slightly in Canada. Rexall Drug Co., Los Angeles 54, California.

YOUR  
**Rexall**  
DRUG STORE

You can depend on any drug product that bears the name Rexall



# Going

# Going



# Gone

## Careless painter's self-portrait slides out of the picture

Before he died in 1940, Dick Ket, a young Dutch painter, spent most of his time painting self-portraits. Troubled by a weak heart, he hoped to create a permanent memorial to himself through his realistically recorded features. But though a meticulous draftsman, Ket was a careless craftsman who mixed his paints with an overabundance of cheap oil. Recently the owner of a Ket self-portrait took a look at his painting and shuddered. The features had begun to slither downward like a bleary image in an oil slick. Panicky, the owner turned the painting upside down. This did no good so he rushed it to a restorer who photographed it (*center*), then tried to push the features back into place. But the oozing tide of paint refused to turn and the despairing owner finally had the face cut out of the painting altogether, obliterating the identity of careless Ket.



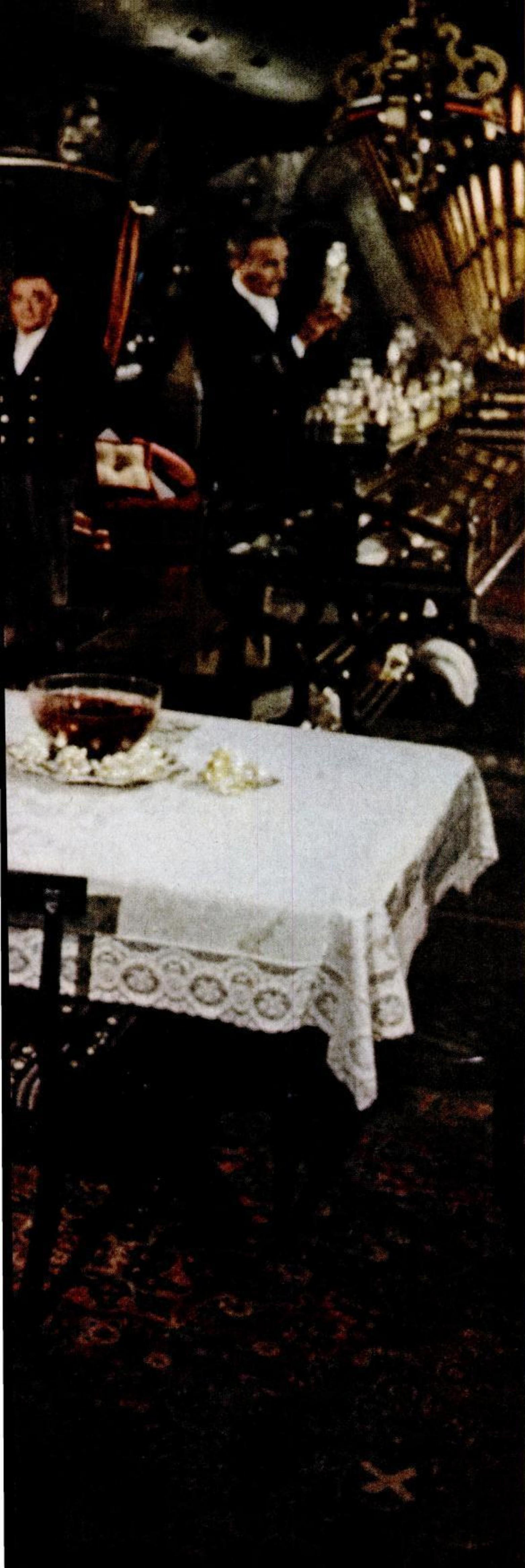
# SUPER-STICK

PATENTS PENDING



Now with **SUPER-STICK**. They stick better, protect better. Won't loosen in water.



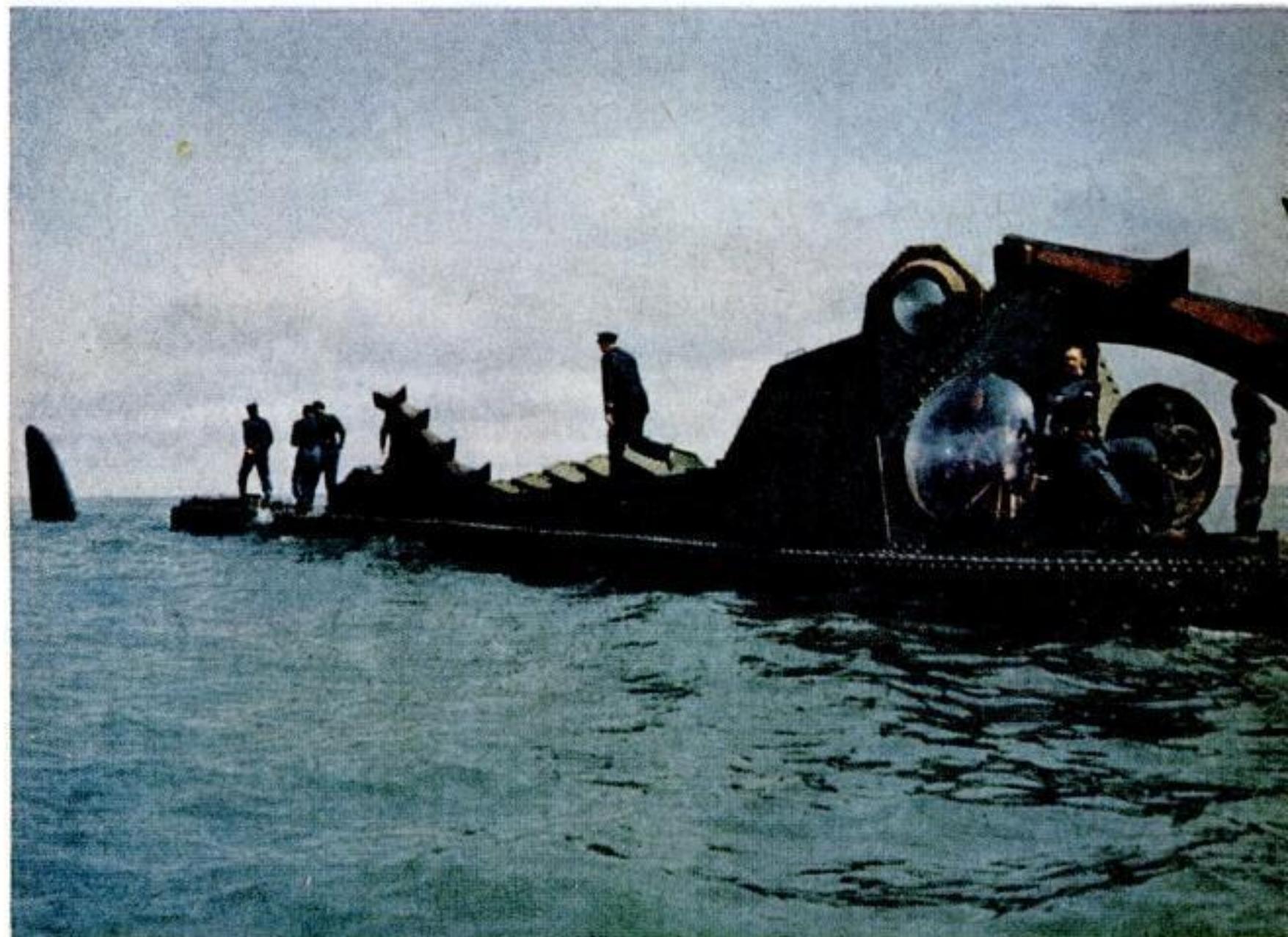


NEMO (RIGHT) AND CAPTIVE LOOK THROUGH HUGE "NAUTILUS" PORTHOLE

## A PLUSH PARLOR FOR CAPTAIN NEMO

'20,000 Leagues' re-creates Verne's submarine

The outlandish setting over which Movie Actor James Mason is glowering (*left*) could easily be the Victorian salon of a Henry James novel. It is actually the Victorian salon of a submarine, as seen in the mind's eye of Novelist Jules Verne and re-created for Walt Disney's movie *20,000 Leagues under the Sea*. Since any practical, motor-driven submarine was still uninvented in 1870, Verne—and Disney—had a free hand in designing the interior of Captain Nemo's fabulous underseas boat, the *Nautilus*, just as Disney's technicians had in designing the imaginary deep-sea diving equipment for the film (*LIFE*, Feb. 22). In the submersible salon they put a dainty fountain playing over colored sea animals, Arabian scatter rugs, red velvet sofas and a gold pipe organ. Measuring 200 feet in length and 26 in width, the lavish Disney *Nautilus* and its film, launched this month, are set for a long voyage across America's screens.



← **UNDER WATER** in *Nautilus* salon  
Nemo entertains guests (Kirk Douglas, Peter Lorre, Paul Lukas) captured trying to destroy his piratical sub.

**ON SURFACE** Nemo's crew, renegades from world like their captain, swarm over the deck of the sub, built like a sea monster to confuse its prey.



IN THE U.S.A.

ALBANY	CHICAGO	PASADENA	SAN FRANCISCO
BALTIMORE	CINCINNATI	PITTSBURGH	ST. LOUIS
BOSTON	DETROIT	PROVIDENCE	SPRINGFIELD, Mass.
BROOKLINE, Mass.	NEW YORK	ROCHESTER	WASHINGTON
PHILADELPHIA			

IN CANADA

MONTREAL—Sheraton-Mt. Royal      NIAGARA FALLS—Sheraton-Brock  
The Laurentian      HAMILTON—Royal Connaught  
TORONTO—King Edward

**SHERATON** *the proudest name in* **HOTELS**

**ACTION!** In the heart of the Motor City reigns the Sheraton-Cadillac Hotel. Lively. Luxurious. As modern and exciting as next year's car. An escalator glides you into the bustling lobby. You have a cocktail in the fabulous Motor Bar. You'll catch your breath when you first see the beauty and charm of your suite. Superb banquet facilities. The Sheraton-Cadillac is Detroit's largest, Detroit's finest hotel.

**Fast, free Teletype reservations. Call your nearest Sheraton. No room charge for children under 14 in any Sheraton except New York.**



IN AN ALMOST PRAYERFUL MOOD PLAYERS IN OTTAWA WAIT FOR BINGO NUMBERS TO BE CALLED. GROCERY BASKETS ON STAGE WERE AMONG THE 677 PRIZES

# BIGGEST BINGO SESSION

20,000 players compete in Ottawa

While various U.S. states were wrestling with the moral dilemma of legalized bingo, the biggest, most volatile bingo game in the world had its annual playing in Ottawa with no thought of sin. Into a hockey arena on two consecutive nights squeezed a total of 20,000 Ottawans for the only big-scale social event in Canada at which French and English-speaking Canadians mingle freely.

"Oh, Duckie, I'm just out of the hospital in time," squealed an Englishwoman who came three hours early for a seat. "Je n'ai pas de clip!" screamed a Frenchwoman, rushing to a ticket seller to grab a clip to hold her extra bingo sheets. In 52 tense games the winners collected \$20,000 in donated fur coats, autos, typewriters and food, and the Ottawa Lions Club raised \$35,000 for a new cancer clinic.



SIMULTANEOUS BINGO is yelled by several players. This happened frequently, necessitating

playoffs—in some cases by adding one number, in some by winners going to stage for whole new game.

**caught in the rain today  
may cause a**

# **COLD**

**tomorrow !**



**at the first sign of a cold—  
take 2 Bayer Aspirin tablets  
and feel better—**

# **FAST**

Imagine! That headache, feverish feeling... those muscular aches and pains—relieved by Bayer Aspirin, with amazing speed.

One reason why is that a Bayer Aspirin tablet starts disintegrating fast—stopwatch fast! Thus, it's ready to go to work almost the instant you take it.

So use Bayer Aspirin. And, for soothing relief of sore throat due to a cold, gargle three times daily with 3 Bayer Aspirin tablets dissolved in one-third of a glass of water.



**get the best—get**

**BAYER®  
ASPIRIN**

**Biggest Bingo** CONTINUED



**FIRST IN LINE** was Mrs. Loretta Bureau, who has attended game five years. "Let me in!" she called to attendant. "I hurt my corns when I stand."



**"THE PROFESSOR,"** for years a familiar figure at the bingo party, always plays his cards in same place and position: kneeling in front of the stage.



## HOME MEANS MORE...WITH CARPET ON THE FLOOR

Where there's happy family living, carpet's in the picture. Carpet fills any room with a special kind of warmth, comfort and beauty. Luxuriously soft, restfully quiet, carpet gives your home the warm, friendly glow that invites family "get-togethers." A romp on the floor with the kids... a relaxing hour of TV...a visit from admiring neighbors — carpet adds so much.

Yes, home means more with carpet on the

floor — more beauty, more quiet, more comfort. And carpet means more convenience, too, for just a whisk of the vacuum keeps it beautifully fresh and full of life.

Lovely, long-wearing carpet costs far less than you think. And it's so easy to buy on convenient budget terms. Ask your dealer to show you the wonderful colors and textures of today's new rugs and carpets.

Buy carpets designed and made for the American way of life by these American manufacturers:

Artloom • Beattie • Bigelow • Downs • Firth  
Gulistan • Hardwick & Magee • Hightstown • Holmes  
Karastan • Leedom • Lees • Magee • Masland  
Mohawk • Nye-Wait • Philadelphia Carpet  
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CARPET INSTITUTE, INC. 350 Fifth Ave., N.Y. 1, N.Y.

**H O M E   M E A N S   M O R E — W I T H   C A R P E T   O N   T H E   F L O O R**

MORE QUIET, MORE COMFORT, MORE BEAUTY, EASIER CARE

## BIGGEST BINGO CONTINUED



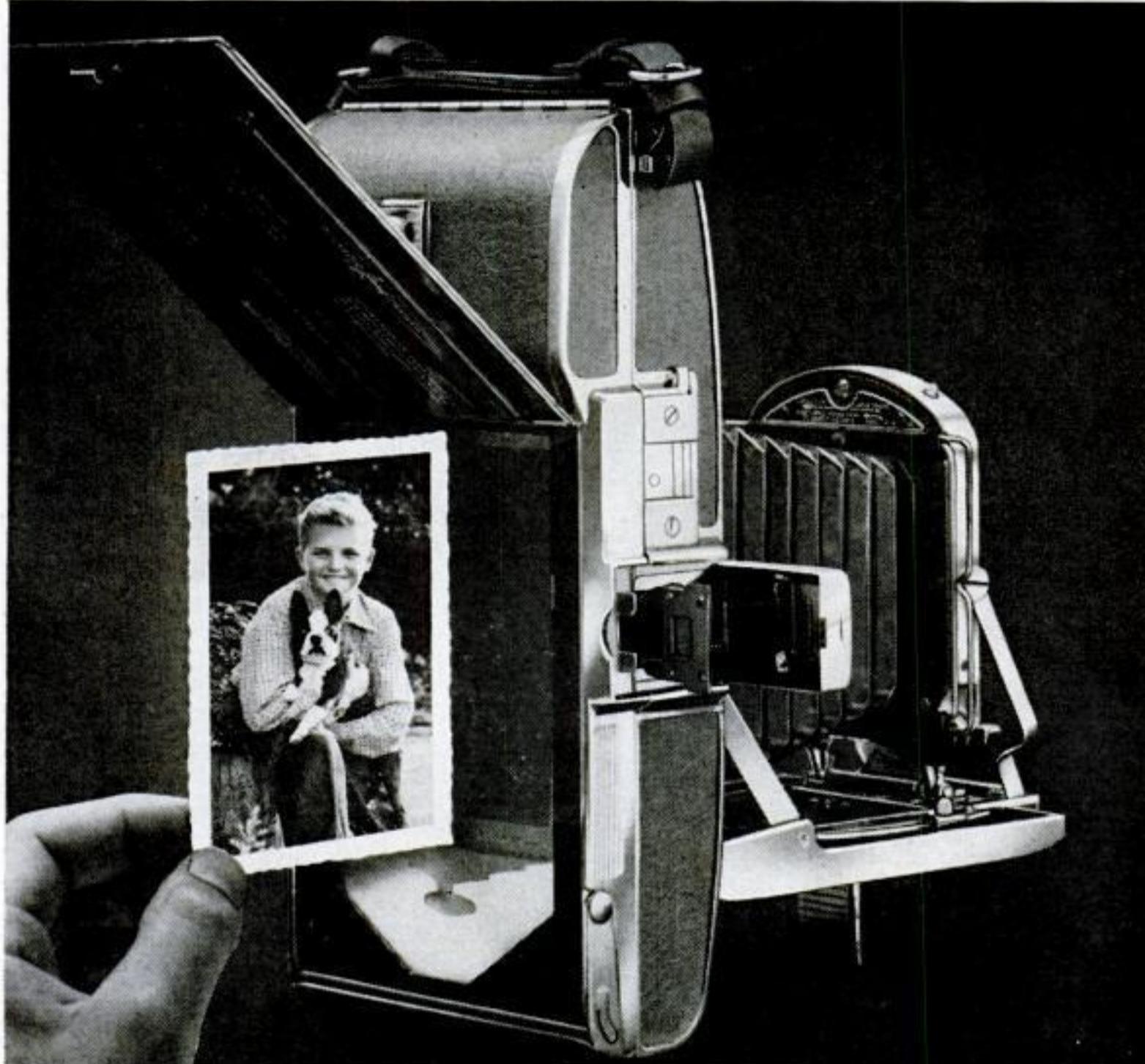
**BUNDLED UP**, woman player wore galoshes for protection from the cold floor, laid down over the ice of the hockey arena.



**TWO VETERANS** of the annual bingo contest were upset because their usual seats were occupied, forcing them to use others.



**GRAND WINNER**, Kay Burke, an office worker, won one of two Chevrolets given as prizes. She didn't know how to drive.



### How to take a picture 1 minute and see it the next!

Today's Polaroid Land Camera is a magnificent photographic instrument that not only takes beautiful pictures—but develops and prints them as well. With this camera in your hands, you are a magician, who can produce a finished print in 60 seconds. You are a professional photographer, fully equipped to produce expert pictures—clear, sharp, lasting black and white prints—on the spot. Whether you own several cameras or have never even owned one, you will have to own a Polaroid Land Camera. See it at your dealer.

### the amazing **POLAROID® Land CAMERA**



for the whitest shoes  
you've ever worn!

At Leading Chain and Independent Stores  
in the United States and Canada



**RELIEF** in ALL  
these **COLD** miseries

New **Tabcin®**  
BRAND



MILES LABORATORIES, INC., Elkhart, Indiana



**ROTO-ROOTER® SEWER SERVICE**

CLEANS STOPPED UP LINES  
ELIMINATES OVERFLOW

- Whirling fast steel cutting blades shave away the stoppage—free roots, grease, scale
  - Out goes backed up water—lines run freely again
  - No unnecessary digging. Prompt, courteous service
- Insist on the genuine. Look for ROTO-ROOTER, white section of your phone book. Write for Free Literature.

**ROTO-ROOTER CORPORATION**

Dept. L-10, Des Moines 14, Iowa  
Franchises available in some localities



Only ROTO-ROOTER

"RAZOR KLEENS"

No Unnecessary Digging

A NATIONAL SERVICE AVAILABLE LOCALLY



When I'm eating Jell-O I wish I were a wildcat

...because I'm wild ...simply wild  
about that wonderful, wonderful flavor!

Now's the time for

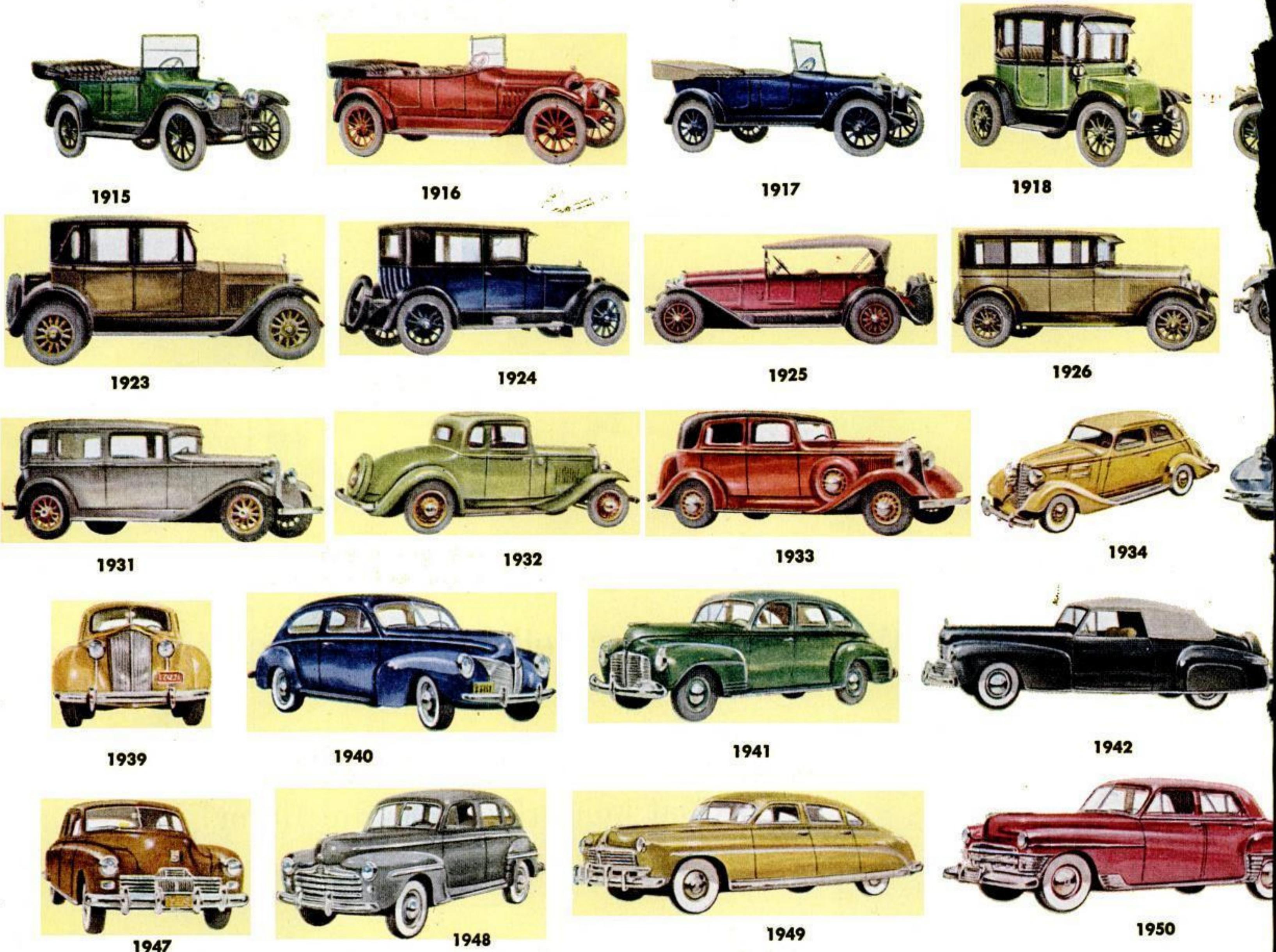


JELL-O IS A REGISTERED TRADE-MARK OF GENERAL FOODS CORP.

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Again... one of the most remarkable  
in the history of America



Again in 1955... as in every single year  
**MORE PEOPLE RIDE ON GOODYEAR TIRES**

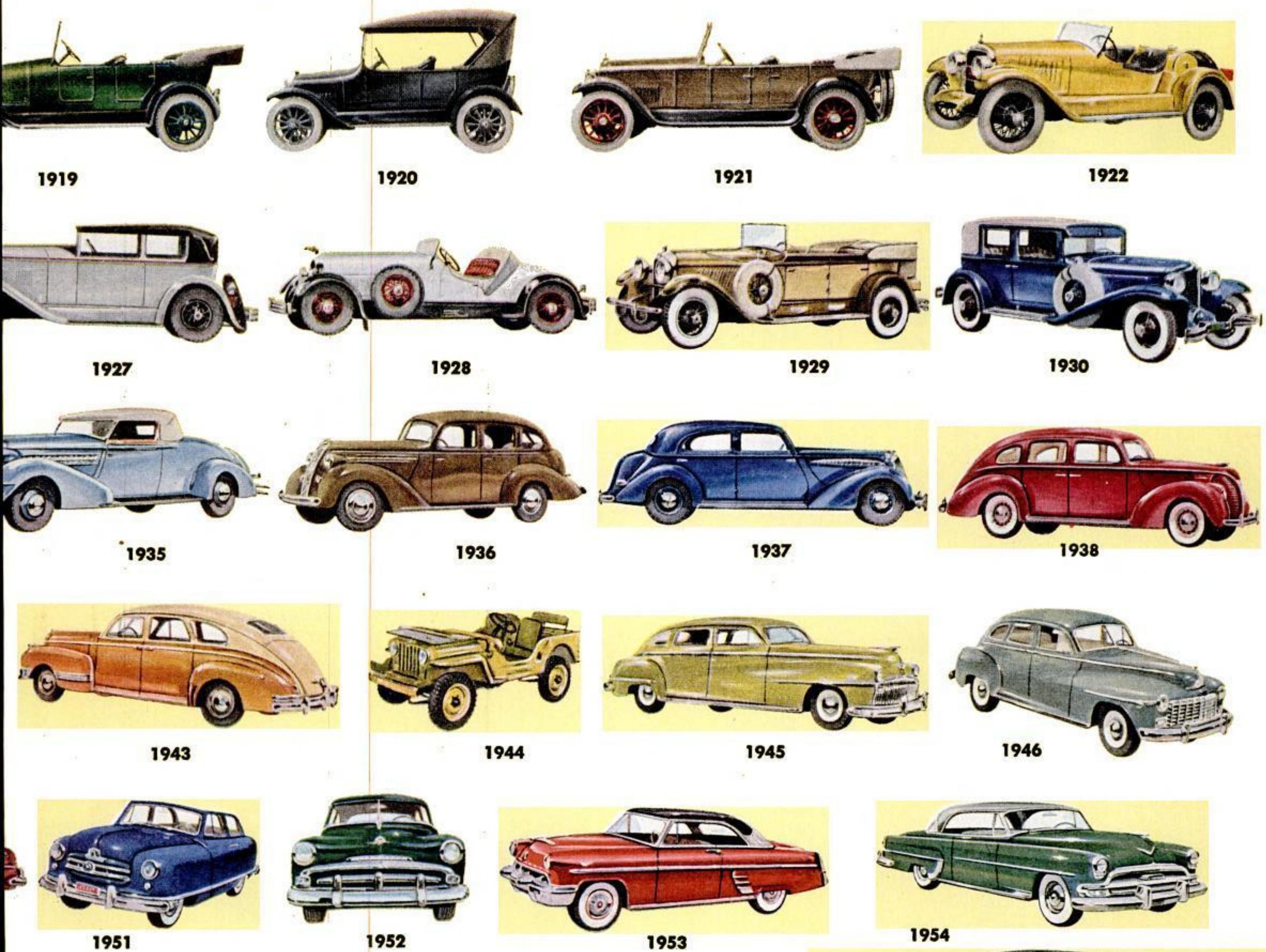
America needs better, safer roads.  
Let's bring them up to PAR

**GOOD**  **YEAH**

Super-Cushion, T. M.—The Goodyear Tire & Rubber Company, Akron, Ohio

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# able votes of public confidence american industry

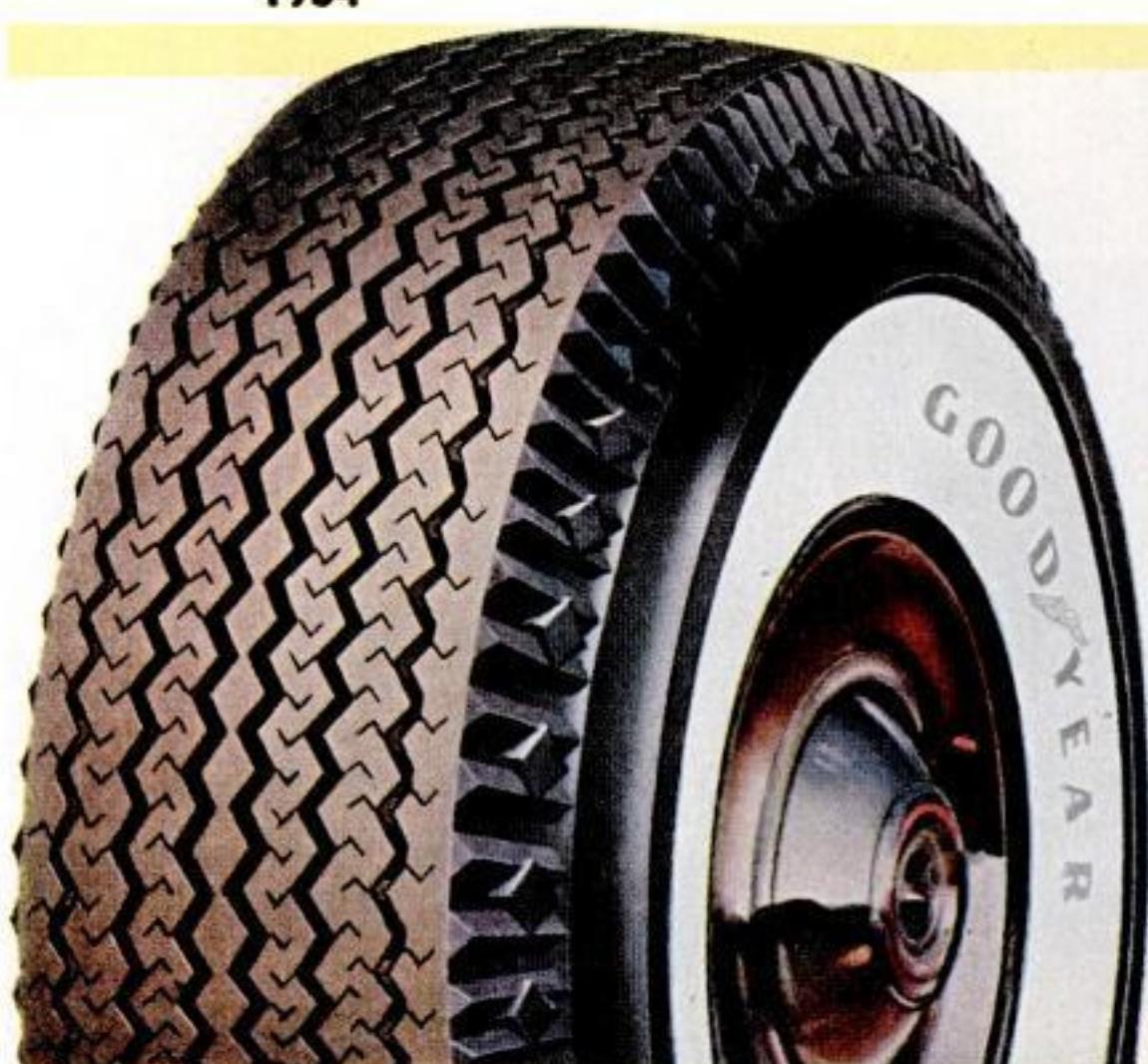


for the past 40 years:  
**HAN ON ANY OTHER KIND**

**AIR**

The All-New Tubeless Super-Cushion by Goodyear is a new expression of Goodyear's traditional leadership. Thanks to Goodyear's exclusive Triple-Tempered 3-T Cord and Grip-Seal construction, the All-New Tubeless Super-Cushion has the most durable, most airtight tubeless tire body ever produced.

This new kind of tubeless tire offers greater blowout protection, puncture protection, comfort and mileage—all good reasons why it's original equipment on leading 1955 cars. Goodyear, Akron 16, Ohio.



IF YOU CAN BRUSH AFTER MEALS, THAT'S BEST—IF NOT

# Here's a toothpaste for people who can't brush after every meal



Only Procter & Gamble's new  
**GLEEM** has GL-70  
new cleaner and decay fighter!



#### Mouth stays fresh all day with one Gleem brushing!

Just brushing before breakfast with Gleem instantly stops mouth odor . . . and in 7 out of 10 cases, the mouth stays fresh the whole day. Yes, scientific tests prove brushing with pure, white Gleem protects against mouth odor all day.

#### Kids just love Gleem's taste!

Proved by flavor tests! Youngsters say new Gleem's breezy flavor is swell! So it's easy to get them to use Gleem regularly. And for children, regular after-meal brushing is the only proven way to reduce tooth decay. Let Gleem help your child fight decay!



**ONLY GLEEM has GL-70 . . . GLEEM fights decay by getting at the cause!**



WHILE HER DAUGHTER PETS HER AND PRATTERS AFFECTIONATELY, THE MOTHER COMES TO TRAGIC CONCLUSION THAT HER CHILD IS A CHRONIC KILLER

## A MOTHER'S FEARFUL DILEMMA

**In 'The Bad Seed' she must decide the fate of her murderous child**

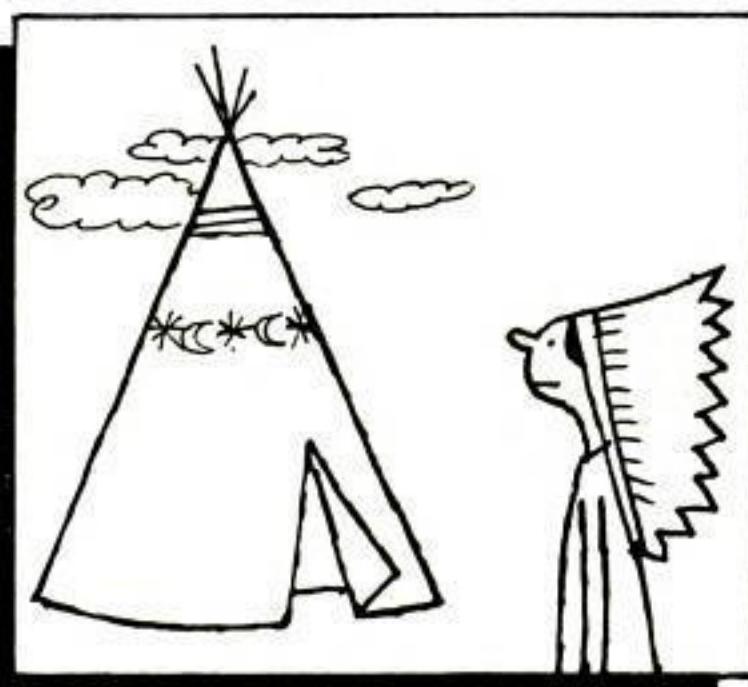
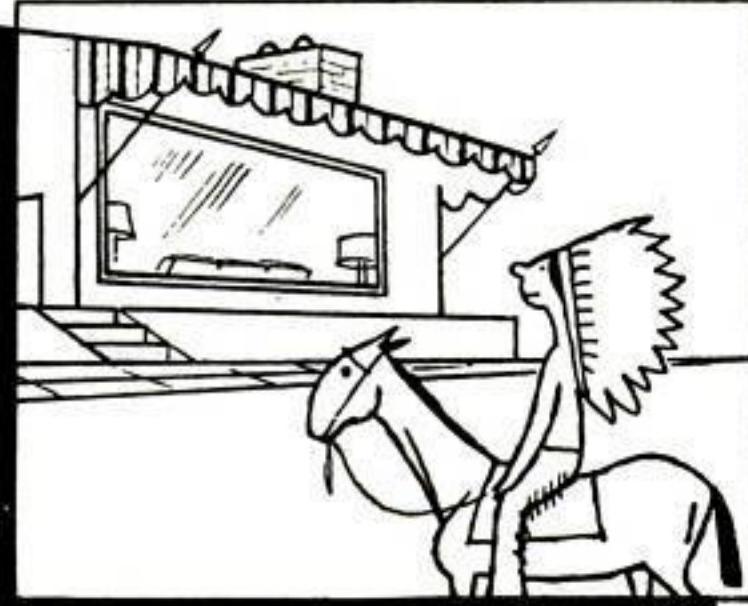
The anguished heroine of Broadway's first successful thriller of the season is confronted by an appalling fact and tormented by a dreadful dilemma. Her angelic daughter, the blond and blue-eyed villainess of Maxwell Anderson's play *The Bad Seed*, is a murderer. She has killed an old lady whose crystal bauble she coveted and a schoolboy playmate whom she pushed off a wharf because he had been awarded a little medal that she wanted. And so the mother is forced to resolve the horrifying

conflict between love for her child and her responsibilities to society.

*The Bad Seed*, adapted from a novel by William March, is based on a debatable premise: that a child's homicidal tendencies are the result of inheritance. But it makes a fine, shuddery showcase for good writing and good acting, especially by Nancy Kelly as the mother and 9-year-old Patty McCormack as the killer. For four years Patty has played lovable child roles on TV. Now, she can stand up to any villainess in history.

'THE BAD SEED' CONTINUED

**LOOKing for  
Something?**



**FROM AWNINGS  
TO GLASS**

**WHATEVER YOU NEED  
LOOK IN THE  
'YELLOW PAGES'**  
OF YOUR TELEPHONE DIRECTORY



**VICTIM'S MOTHER** (Eileen Heckart), whose son was drowned at a school picnic, lashes out in a drunken fury at the teacher-chaperone and bitterly accuses her of concealing the real circumstances of her little boy's death.



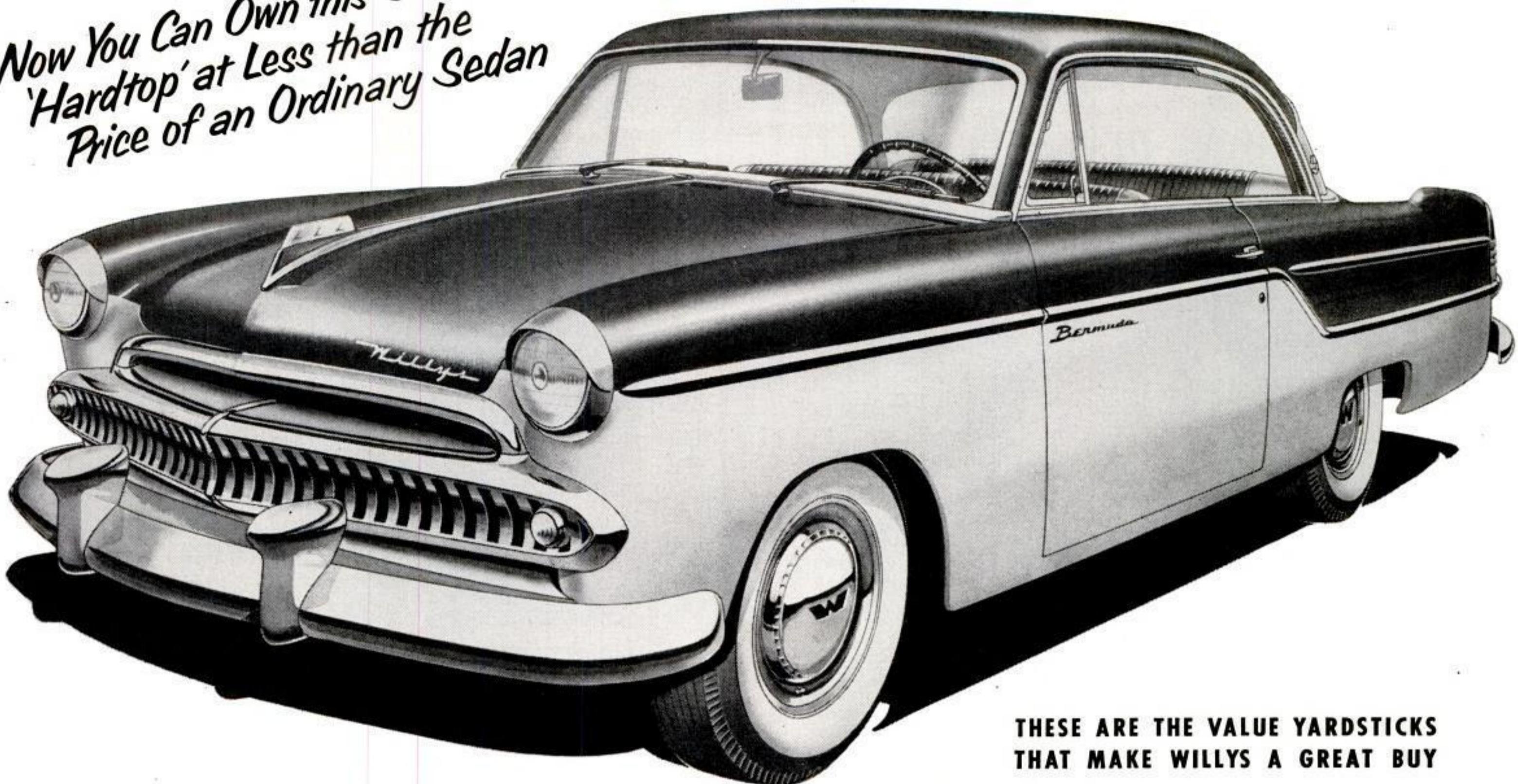
**MURDERER'S MOTHER**, Christine, is horrified as her father by adoption confesses a long-guarded secret: that Christine's own mother was a congenital murderess. She realizes now that Rhoda has inherited homicidal impulses.



**RHODA IS TAUNTED BY MORON HANDYMAN HENRY JONES.** HE SUSPECTS HER GUILT, SO SHE PLANS TO KILL HIM

CONTINUED ON PAGE 56

*Now You Can Own this Smart  
'Hardtop' at Less than the  
Price of an Ordinary Sedan*



THESE ARE THE VALUE YARDSTICKS  
THAT MAKE WILLYS A GREAT BUY

# WILLYS

LOWEST PRICED "HARDTOP"

FOR 1955

\$1795

ADVERTISED DELIVERY PRICE

Includes Federal Tax and  
Delivery Charges.  
State and Local Taxes  
(if any), Optional  
Equipment and Freight, Extra.  
Tubeless Tires Standard  
Equipment—White  
Sidewalls Extra.

## TAKE A SHARP LOOK AT THE 1955 WILLYS 4-DOOR SEDAN

The Willys *Custom* 4-Door, at its newly-lowered price for 1955 is one car you must see this year. Compare its roominess, performance and value with anything near its price, *today!*

WILLYS MOTORS, INC., Toledo 1, Ohio.

### ECONOMY

Low first cost; high gas mileage from big power-to-weight ratio; low repair and maintenance record, make this the thrift buy.

### VISIBILITY

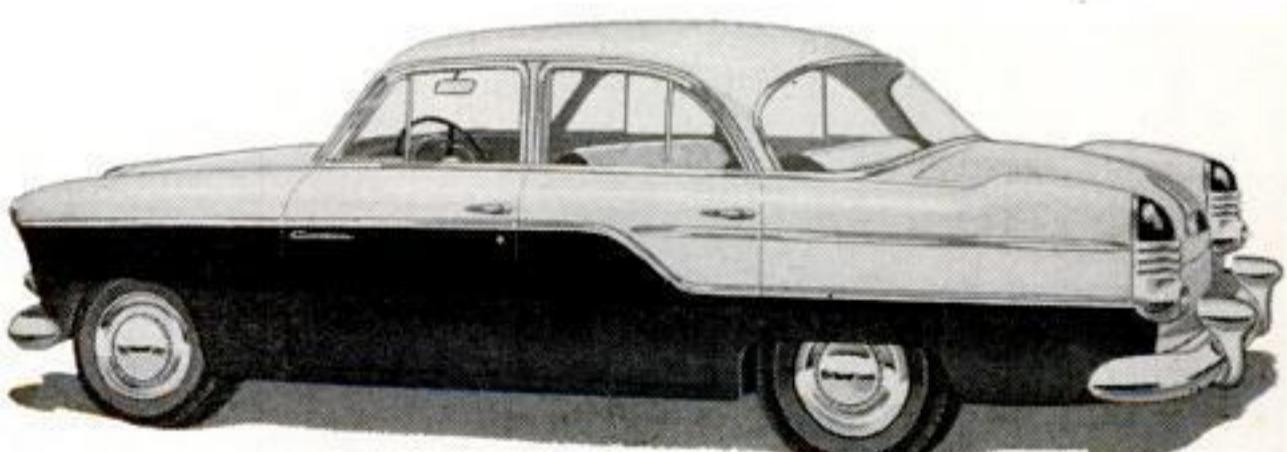
Three years ago, Willys pioneered 4-fender visibility for the driver. Aero design lets you see road 10 feet ahead of bumper.

### SAFETY

Low gravity center, aero-frame construction, huge glass area, combine to make Willys one of the safest cars on the road.

### BEAUTY

More than skin deep, its sleek *individual* beauty is matched only by its beautiful performance on highway and boulevard.



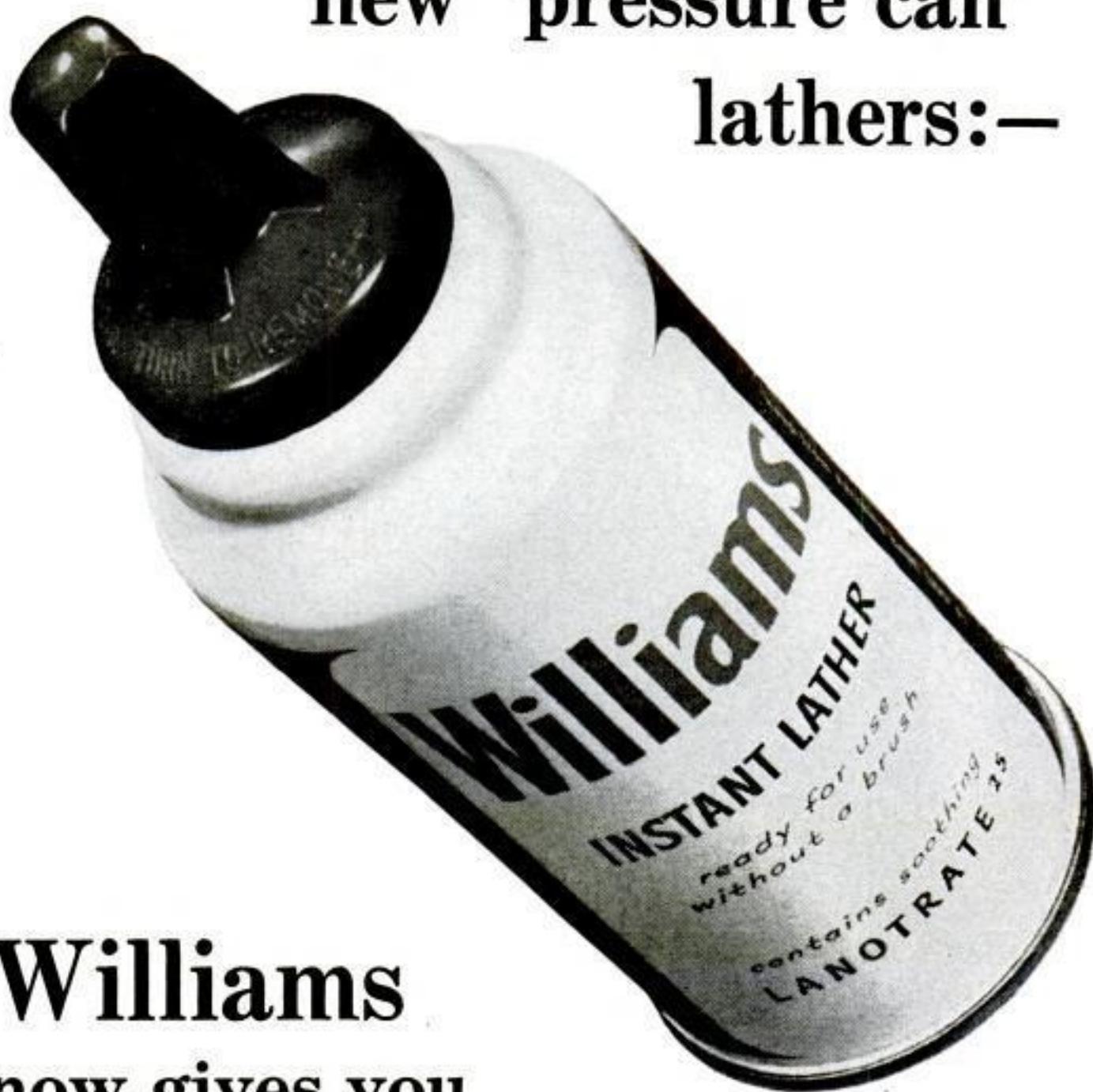
\$1725

ADVERTISED DELIVERY PRICE

Includes Federal Tax and Delivery Charges. State and Local Taxes (if any), Optional Equipment and Freight, Extra. Tubeless Tires Standard Equipment.

SEE THESE TWO GREAT VALUE LEADERS AT WILLYS DEALERS NOW

To the 6 million men  
already using today's  
new "pressure can"  
lathers:—



**Williams**  
now gives you  
an instant lather with Nature's own  
"SKIN SMOOTHER" BUILT IN!

For hundreds of years skin specialists have known that nothing in nature equals lanolin (found only in the wool of sheep), as a skin conditioner. The softness, smoothness, and quick healing of the skin on wool-handlers' hands told them that.

So efforts have long been made to blend lanolin into shaving preparations, so it could work its wonders on the inevitable "roughing up" your skin takes from the sharpest razor. But no way could be found to combine enough pure lanolin with shaving cream ingredients to be completely effective.

**Williams' discovery—Lanotrate<sup>25</sup>  
—revolutionizes shaving**

LANOTRATE<sup>25</sup> is the Williams name for an extract of lanolin which concentrates its magic skin-smoothing elements 25 times.

In this concentrated form even a small amount of Williams Instant Lather carries enough lanolin to your face to smooth the way for your razor, and leave your face feeling softer, more fit and supple,

**All three with LANOTRATE<sup>25</sup>**

LANOTRATE<sup>25</sup> is found exclusively in Williams Shaving Creams. Williams Instant Lather. Williams Luxury Lather and Williams Brushless Glider. The J. B. Williams Company, Glastonbury, Conn.



A full 3 months' supply! Lanolin in its richest form, lanolin actually concentrated 25 times in new Williams LANOTRATE<sup>25</sup> Instant Lather

younger looking. With regular use, LANOTRATE<sup>25</sup> helps protect your skin against excessive dryness, daily blade scrape; yes, even against hot and cold weather conditions.

Today start enjoying these skin-comforting benefits—enjoy a truly kind-to-your-skin shave at last with Williams Instant Lather. A long-lasting supply costs but 79¢ (no more than ordinary "pressure can" lathers) wherever toiletries are sold.



**'THE BAD SEED'** CONTINUED



**HIDING HER GUILT**, Rhoda is embraced by murdered boy's mother, who knows Rhoda only as one of her son's favorite playmates. Standing by is a neighbor (Evelyn Varden), who shares general opinion that Rhoda is a darling.



**SOLVING THE DILEMMA**, after a third murder has been committed, the mother gives Rhoda a fatal dose of sleeping pills, then goes off to the next room and shoots herself. But the play comes to an even more tragic end.



One smoker tells another...

reach for a

The candy with the hole



...still only 5¢



## FASHION

◀ SHIRRED TUNIC worn over brief pants is Simonetta's new one-piece silhouette copied by Russek's for \$11. This is terrace of villa overlooking the harbor.



HORIZONTAL STRIPES crowd Excelsior's cafe at teatime for paciugo, a local concoction of strawberries and ice cream.

# PROMISE AT PORTOFINO

Photographed for LIFE by MARK SHAW

## A colorful little fishing village displays Italy's newest world-beating play clothes

The resort fishing village of Portofino on the Italian Riviera has only one pint-sized piazza whose stylish denizens dress in the shorts and slacks which Italy turns out as readily as tenors. The sports clothes which have been worn at Portofino these past few months are a promise of the ones which the U.S. will be seeing and wearing all the coming year from Palm Springs this month to Cape Cod in August. Since they first burst upon the world three years ago (LIFE, Aug. 20, 1951), Italian play clothes have caught on as quickly as sunshine. This year's again show the Italian

designers' native flair with cotton shirts and shorts, imagination with knits and a brilliant use of color. Though still loudly striped, the outfits are strong pastels instead of black. Among the clothes is a new silhouette, the one-piece playsuit (*opposite page*).

The informal village of Portofino, whose pastel houses are built around a diminutive harbor, is dedicated to sailing and sitting. With the Italian Riviera becoming as fashionable as the French, this out-of-the-way resort is as much of a find for tourists as the play clothes worn there.



OUTFIT IN KNIT, a well-known specialty of Italians, consists of striped wool cardigan and short slacks by Mirsa. The sweater will

be imported by I. Magnin for \$25. This is the same sidewalk cafe as shown at top but the piazza is almost empty in the early morning.

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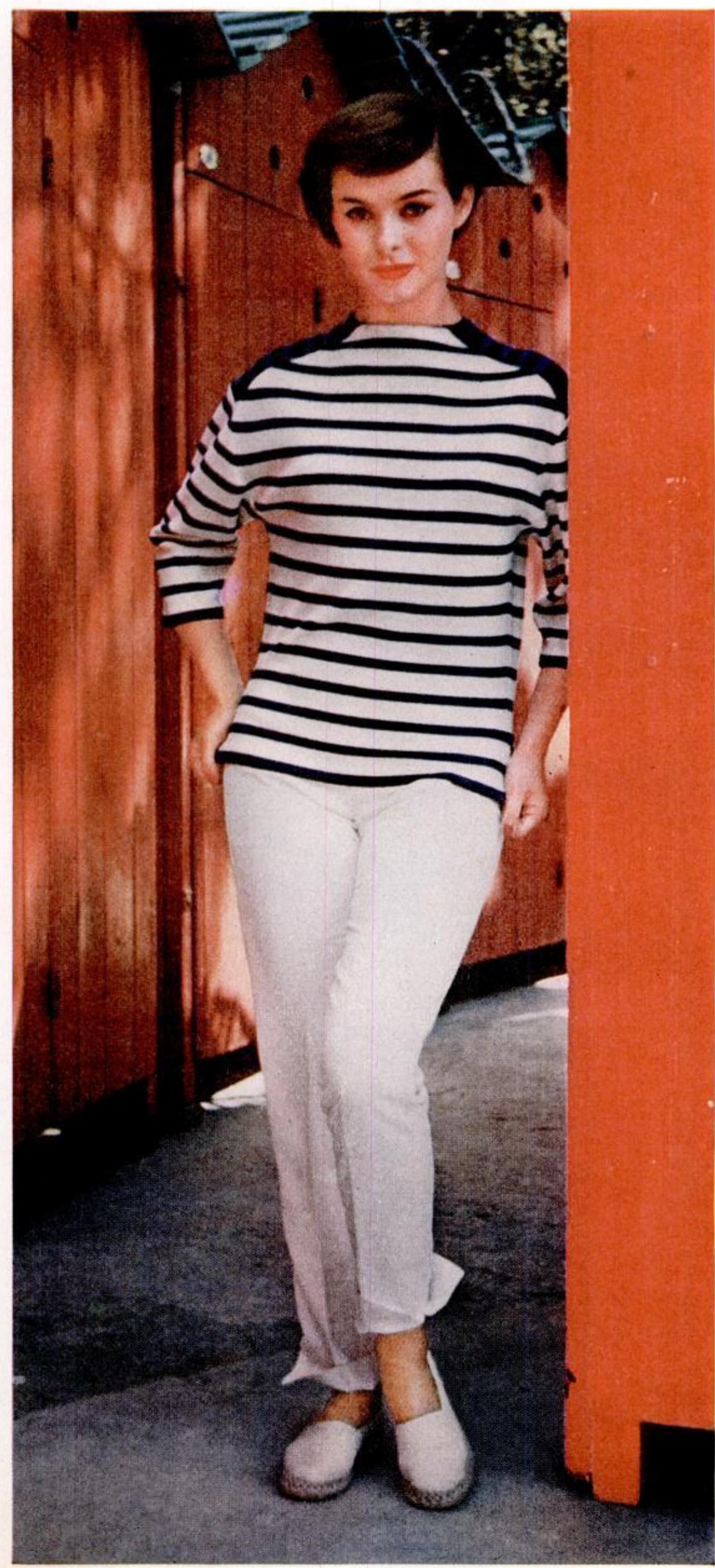
PROMISE AT PORTOFINO CONTINUED



HIGH-WAISTED SLACKS of wool knit (Elizabeth Arden, \$55) from Giovanelli-Sciarra are worn with a silk shirt by Italian, Elsa Martinelli.



CLASHING COLORS are used by Emilio in felt coat (Neiman-Marcus, \$85), turtle-neck sweater and slacks worn by an American, Joan Whelan.



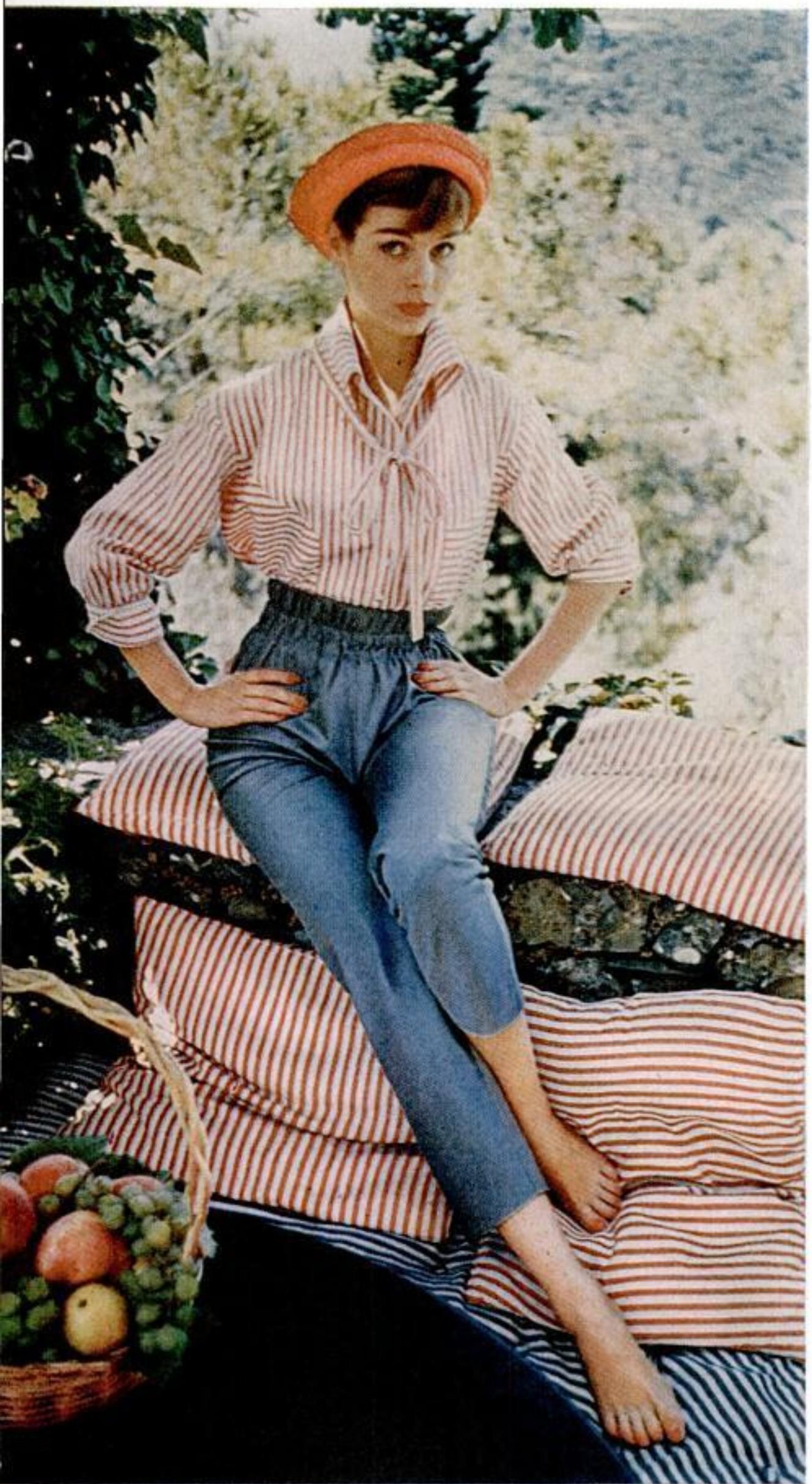
**LOW-WAISTED SWEATER** in stripes (Lord & Taylor, \$55) goes outside slacks by Giovanelli-Sciarra worn by Candy Taney, a German girl.



**CROPPED TOPPER** for bathing suits is Giovanelli-Sciarra's knitted shift with stripes (I. Magnin, \$55), which is also worn by Elsa Martinelli.

CONTINUED ON NEXT PAGE

PROMISE AT PORTOFINO CONTINUED



**OUTSIZE COLLAR** which ends in bow trims striped shirt (\$18) worn with cotton slacks which have boxer top (\$35, both copied by Macy's), designed by Simonetta. The straw hat costs 50¢ locally.



**WOOL PLAYSUIT** from Emilio (Lord & Taylor, \$52) includes shirt, shorts, cummerbund and a scarf. Building has painted *trompe-l'oeil* frame around real shutters, a custom along waterfront.



**UNBELTED OUTFIT** by Simonetta (B. Altman copy, \$18) is a one-piece playsuit in the new, softer style of Italian sports clothes. Hat is same as one shown above, but with brim turned down.

**BLACK BATHING SUIT** → of corduroy by Simonetta, copied by Bergdorf Goodman (\$25), has bloomer pants. This is the entrance to bathhouses at Paraggi, one mile from beachless Portofino.

ENTDITA  
BAGNO



## FILTER TIP SMOKERS!

True Tobacco Taste...  
Real Filtration...  
Famous Tareyton Quality...



They're all yours when you smoke

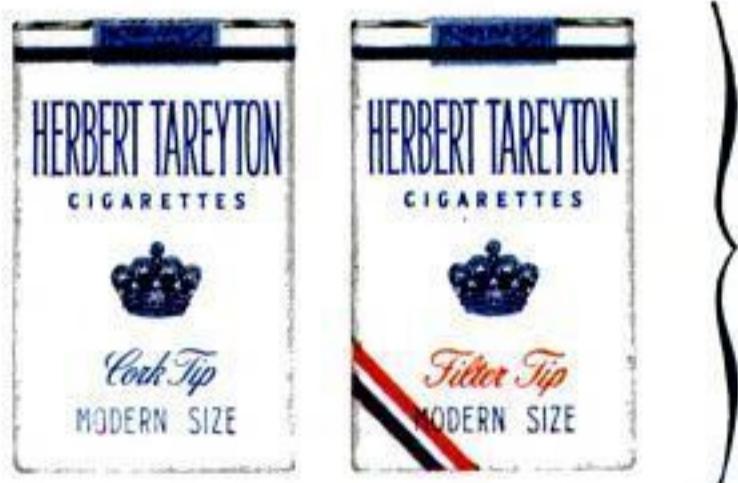
# FILTER TIP TAREYTON

with the New Selective\* Filter



### \* PATENTS PENDING

An entirely new concept in cigarette filtration. A filter tip of purified cellulose, incorporating Activated Charcoal, a filtering substance world-famous as a purifying agent, notably for air, water and beverages.



NOW 2 WAYS  
REGULAR or FILTER  
Both King Size with  
Genuine Cork Tip

Tareyton's new Selective\* Filter is smooth and easy-drawing. It holds back elements that can detract from the pleasure of smoking, yet at the same time permits the full-bodied flavor of Tareyton's quality tobacco to come through to you. It gives you the true tobacco taste you've been missing in other filter cigarettes.

Filter Tip Tareyton is unique among all filter tip cigarettes. It is the only one that incorporates Activated Charcoal, renowned for its unusual powers of selective filtration,—used far and wide to purify the air we breathe, the water and beverages we drink.

Look for the red, white and blue stripes on the package and for the distinctive gray (Activated Charcoal) filter on the cigarette. They identify the best in filtered smoking — Filter Tip Tareyton, the only filter cigarette with a genuine cork tip.

HERBERT TAREYTON, PRODUCT OF *The American Tobacco Company* AMERICA'S LEADING MANUFACTURER OF CIGARETTES

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**PUFFY SHORTS**, with big-collared shirt and wide leather girdle, make outfit by Simonetta, copied by Ohrbach's (\$21), which recalls Renaissance page boy.



**BRIEF MIDDY** of wool knit (Mirsa, \$23) has drawstring around hips. Here it is worn on one of many yachts which crowd Portofino's sheltered harbor.

"If you got THIS for Xmas...  
*I'd like a word with you!"*



A special message from Julian P. Van Winkle,  
President, Stitzel-Weller Distillery, Louisville, Ky.:

Maybe you wonder why I tapped *you* on the shoulder to read this message—so I'll tell you straight, without fancy phrases.

First, I hope you liked your OLD FITZGERALD Gold-Coaster. We're prejudiced, but we think it speaks mighty well for the taste and judgment of the friend who gave it to you. We sold a boat-load of them, by the way—and we're sorry some folks were disappointed because we couldn't supply enough.

Mainly, though, I hope you liked the genuine sour mash whiskey in it. It's the real article, and we've got the connoisseurs to prove it! Fact is, I'm counting on that fuller, richer Fitzgerald flavor to make you wonder if you haven't been a little underprivileged in your enjoyment of good bourbon up to now.

I'll be pleased—but not surprised—if you decide you want your *next* whiskey purchase to be that same OLD FITZGERALD—in the regular bottle.

So I'm inviting you, next time you visit your club, package store or bar, to join the inner circle of bourbon connoisseurs who point to the green label with the red diagonal stripe. And, if you prefer a decanter for home pouring, I hope you will keep your Gold-Coaster filled with the same matchless flavor that originally came in it.

*J.P. Van Winkle*

100 PROOF KENTUCKY  
STRAIGHT BOURBON



# YOU CAN WIN IN ENGLANDER'S \$25,000 SLEEPSTAKES



Just for naming this  
sleeping beauty!

An exciting new contest to introduce the  
**ENGLANDER FIRM-FOAM**

a sensational new  
foam latex mattress  
at a remarkably  
low price!

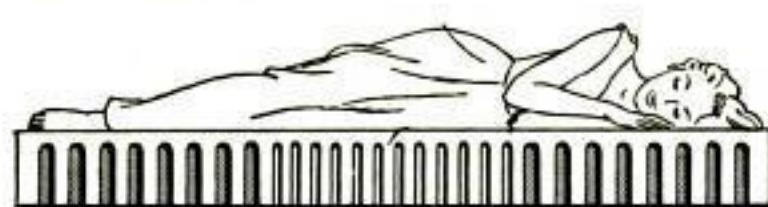
FOR A LIMITED  
TIME ONLY

Here's a once-in-a-lifetime mat-  
tress value. A new high in sleep-  
ing comfort at a price that's  
surprisingly low. It's Englander's  
Firm-Foam . . . a deep firm latex  
mattress and box spring com-  
bination that gives you health-  
ful support—plus luxury com-  
fort too!

Try it free for 30 days! You'll  
agree you've never seen the  
Englandar name on a mattress



so fine at a price so low. And you  
won't see it again! Because  
Firm-Foam is available *only* dur-  
ing the Englander Sleepstakes.  
Better see it now. Both pieces,  
complete mattress and box  
spring ensemble in full or twin  
size, just \$99.



(core holes close together as shown  
in diagram.) More sleeping comfort  
than you've ever known. Never be-  
fore has this Equalizer Construction  
been offered at this low price.

## NEW EQUALIZER CONSTRUCTION

New Equalizer Construction means  
better rest . . . because it gives you  
more support where you need it  
most—denser, more buoyant foam  
under the heaviest part of your body

**30 DAY FREE HOME TRIAL**  
**10 YEAR GUARANTEE AGAINST STRUCTURAL DEFECTS!**

**THE ENGLANDER COMPANY, INC.**

Just think up a name for this little  
girl—newest addition to the family  
of "Sleeping People" you've seen in  
Englandar advertising—and you  
can win \$10,000, or one of 587 addi-  
tional cash prizes, in the Englander  
Sleepstakes.

Nothing to buy. No puzzles to  
solve. Look at the names we've  
given other Englander "Sleeping  
People" (maybe they'll give you an  
idea) . . . then send us a name for the  
new one. That's all you have to do.

## Easy to enter, too!

Get your entry blank at your favor-  
ite Department or Furniture Store.  
It contains a picture of the *sleeping  
beauty*—plus helpful hints for win-

ning. Then get the whole family  
together and decide on a name.  
It'll be fun.



Print your name suggestion for  
the *sleeping beauty*—and your own  
name and address—on the entry  
blank and mail it. You may win!  
Entries must be postmarked not  
later than midnight, February 28,  
1955 and received not later than  
March 7, 1955.

## \$10,000.00 GRAND PRIZE! 588 WINNERS IN ALL!

GRAND PRIZE . . . . .	\$10,000.00 CASH
2 BIG SECOND PRIZES . . . . .	\$1,000.00 CASH
10 THIRD PRIZES . . . . .	\$500.00 CASH
25 FOURTH PRIZES . . . . .	\$100.00 CASH
AND 550 ADDITIONAL PRIZES . . . . .	\$10.00 CASH

## EASY CONTEST RULES!

1. Print suggested name for the *sleeping  
beauty* plus your own name and address and  
the name and address of your Englander  
dealer on official entry blank available  
from Englander dealers. Mail to Englander,  
Box 722, Chicago 77, Illinois. Only one  
entry per person.
2. Contest open to all residents of conti-  
nental United States, except employees of  
The Englander Company, Inc., its adver-  
tising agencies and their families.
3. Entries judged on originality, unique-  
ness and aptness. Judges' decision final.  
Entries become property of The Englander  
Company, Inc., and they reserve the right  
to use or not use the names submitted in  
the contest. None returned. Duplicate  
prizes in case of ties.
4. Winners notified by mail by April 15,  
1955. Contest subject to all Federal, State  
and Local regulations.

# MOVIES ARE WETTER THAN EVER

**Underwater premiere is rehearsed in a dive-in**

Perhaps with the idea of avoiding confusion with another submarine drama (pp. 42-43) which opened on dry land recently, RKO's Howard Hughes surfaced with a better idea. He planned this week to give the first official showing of his new \$2 million Superscope seahorse-opera *Underwater!* underwater. Choosing Silver Springs, Fla. as the likeliest spot for the *Underwater!* premiere, his marine and publicity experts decided to get in shape for it with a wet run. For the rehearsal, subaquatic technicians anchored a screen, benches and appropriate gag signposts in 18 feet of water of a sloping, fluid-drive-in theater. The audience rippled with applause at Jane Russell's portrayal of a shapely Cuban treasure huntress, and when the performance was over there was not a dry eye in the house.



**USHERWET** Dot Perry, wearing face mask and carrying flashlight, guides half-dressed audience down into underwater amphitheater for premiere rehearsal.

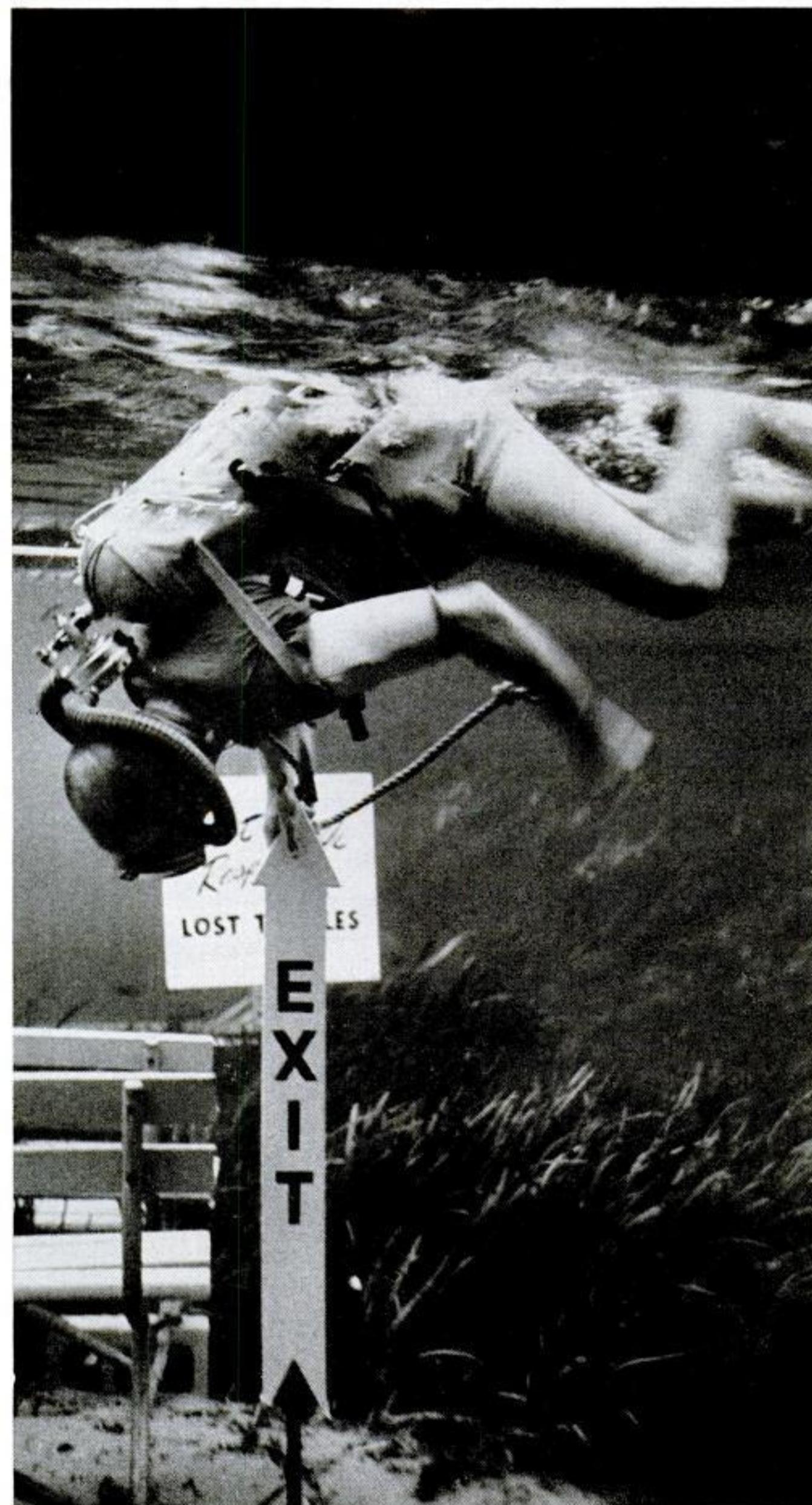
AUDIENCE IN AQUALUNGS AND HELMETS APPLAUDS UNDERWATER SCREEN APPEARANCE OF JANE RUSSELL BEING INSPECTED BY A WANDERING TURTLE



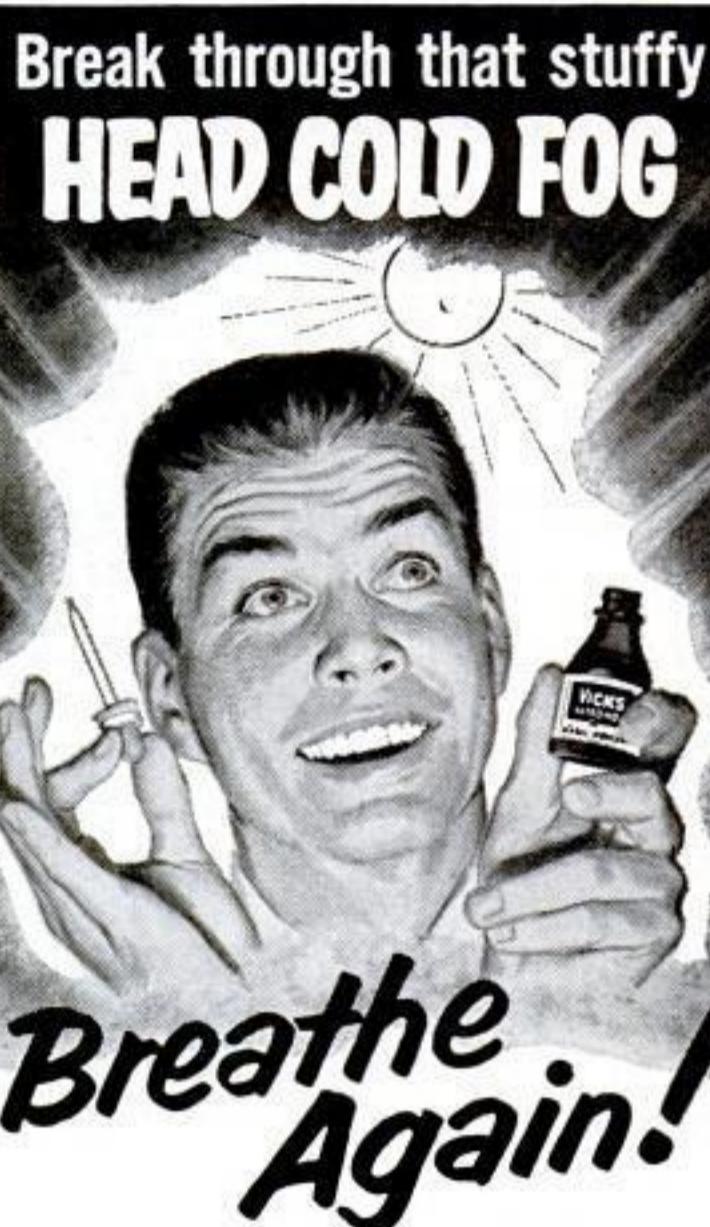
Movies Are Wetter CONTINUED



**POPCORN POPS UP** as underwater guest Dede Adams (right) tries to give some to escort. Wooden benches had to be held down with building blocks.



**UNDERWATER HELPER** adjusts an "exit" sign to point straight upward before show began. Sign behind it reads, "Not Responsible for Lost Turtles."



Don't go on suffering all the miseries of a head-cold! Open up your nose—in seconds—with soothing Vicks Va-tro-nol Nose Drops. Reduces swelling, makes breathing easier. A few drops up each nostril as directed gives wonderful relief.

**VICKS VA-TRO-NOL**  
NOSE DROPS



**Corns** ... Sore Toes,  
Tender Spots?

**SUPER-FAST  
RELIEF!**

Super-Soft Dr. Scholl's Zino-pads not only give you fast, nerve-deep relief . . . stop corns before they can start . . . remove corns one of the quickest ways known to medical science—but also ease new or tight shoes! No other method does all these things. So, insist on Dr. Scholl's!

**Super-soft Dr. Scholl's Zino-pads**

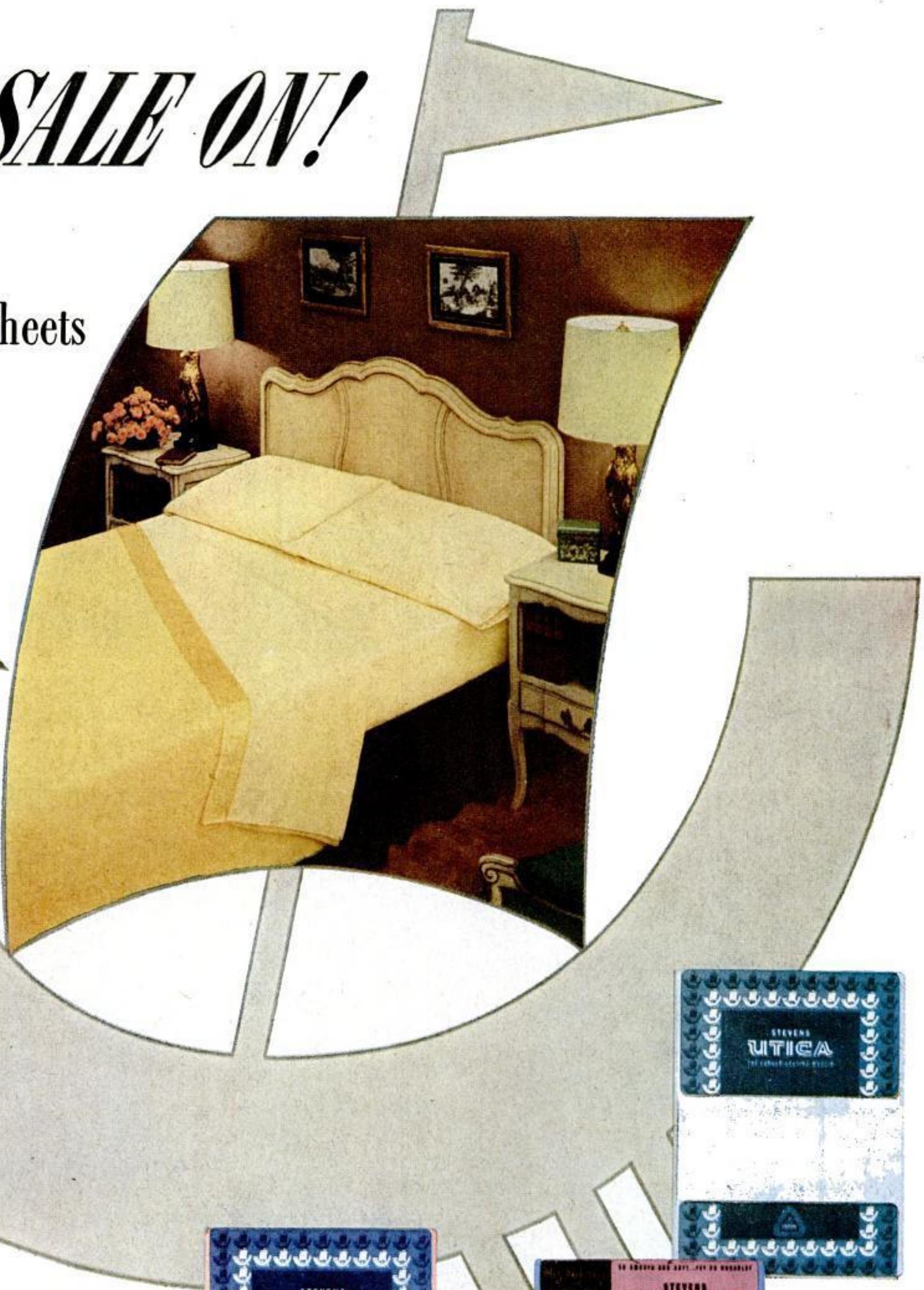
**Why COLD  
SUFFERERS PREFER  
STANBACK**

1. Stanback combines several medically approved pain relieving agents for faster, more comforting relief of pain.
2. Stanback reduces fever, relieves pain and sore aching muscles that accompany colds.
3. Stanback, used as a gargle, relieves sore throat due to colds.
4. Stanback—Relieves headache, neuralgia and other common cold discomforts.



# SALE ON! SALE ON!

with  
Stevens UTICA-MOHAWK Sheets  
at January  
White Sale prices



**NOW—outstanding values in flat and fitted sheets . . . both white and colored**

With every Stevens UTICA-MOHAWK sheet you buy, from luxurious percales to thrifty, long-wearing muslins, you save money at January White Sale prices! And fitted sheets save you *time*, too . . . corners ease quickly into place, stay smooth and wrinkle-free. Whether you prefer flat or fitted sheets, you may choose white or any of the six lovely colors that bring new beauty to your bedrooms.

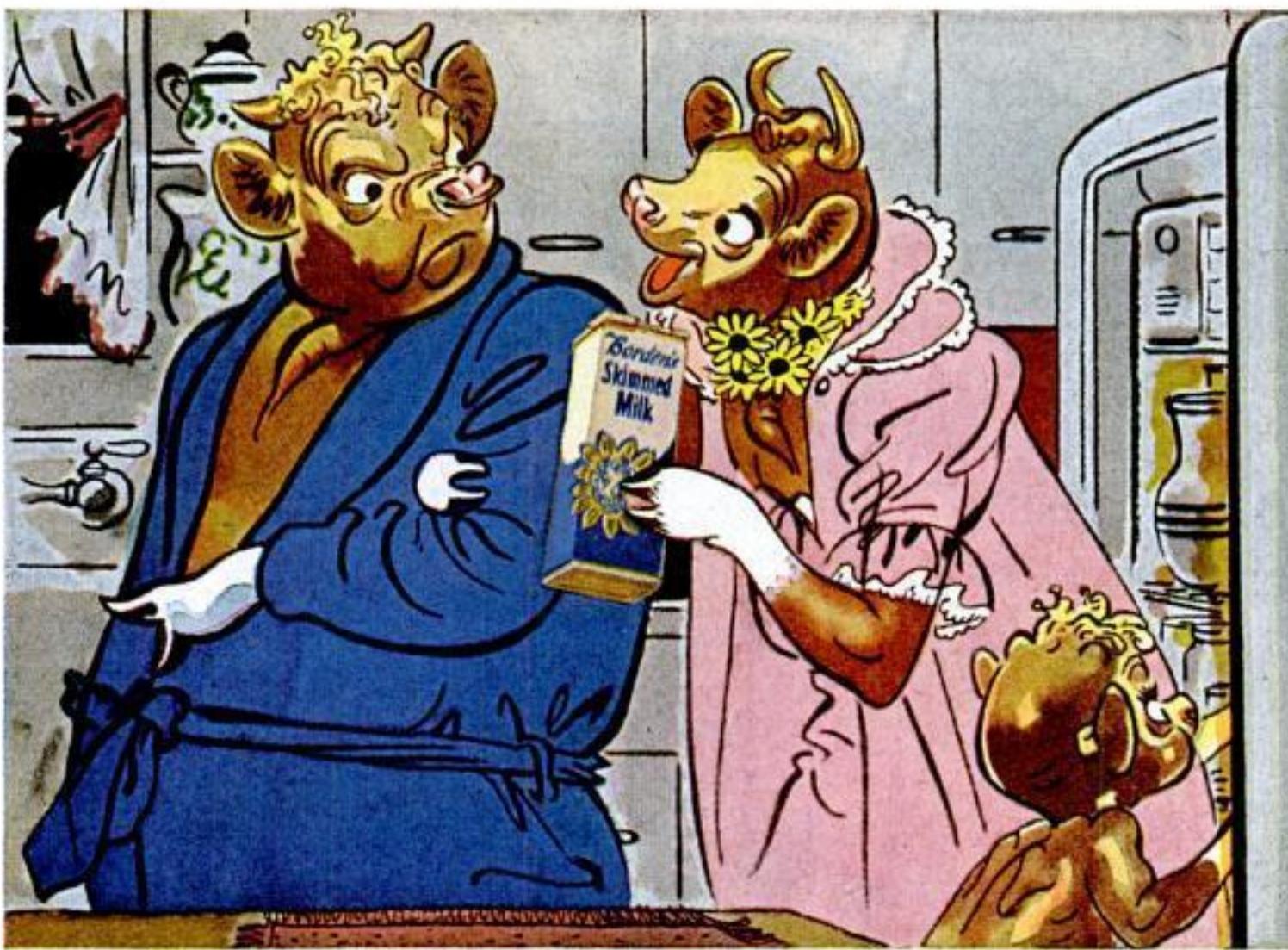
*As your sure guide to these outstanding values in your town, look for this boat*  *on every package of Stevens UTICA-MOHAWK sheets.*



**Stevens UTICA-MOHAWK Sheets**  
J. P. STEVENS & CO., INC., NEW YORK, N.Y. • Fine Fabrics Since 1813

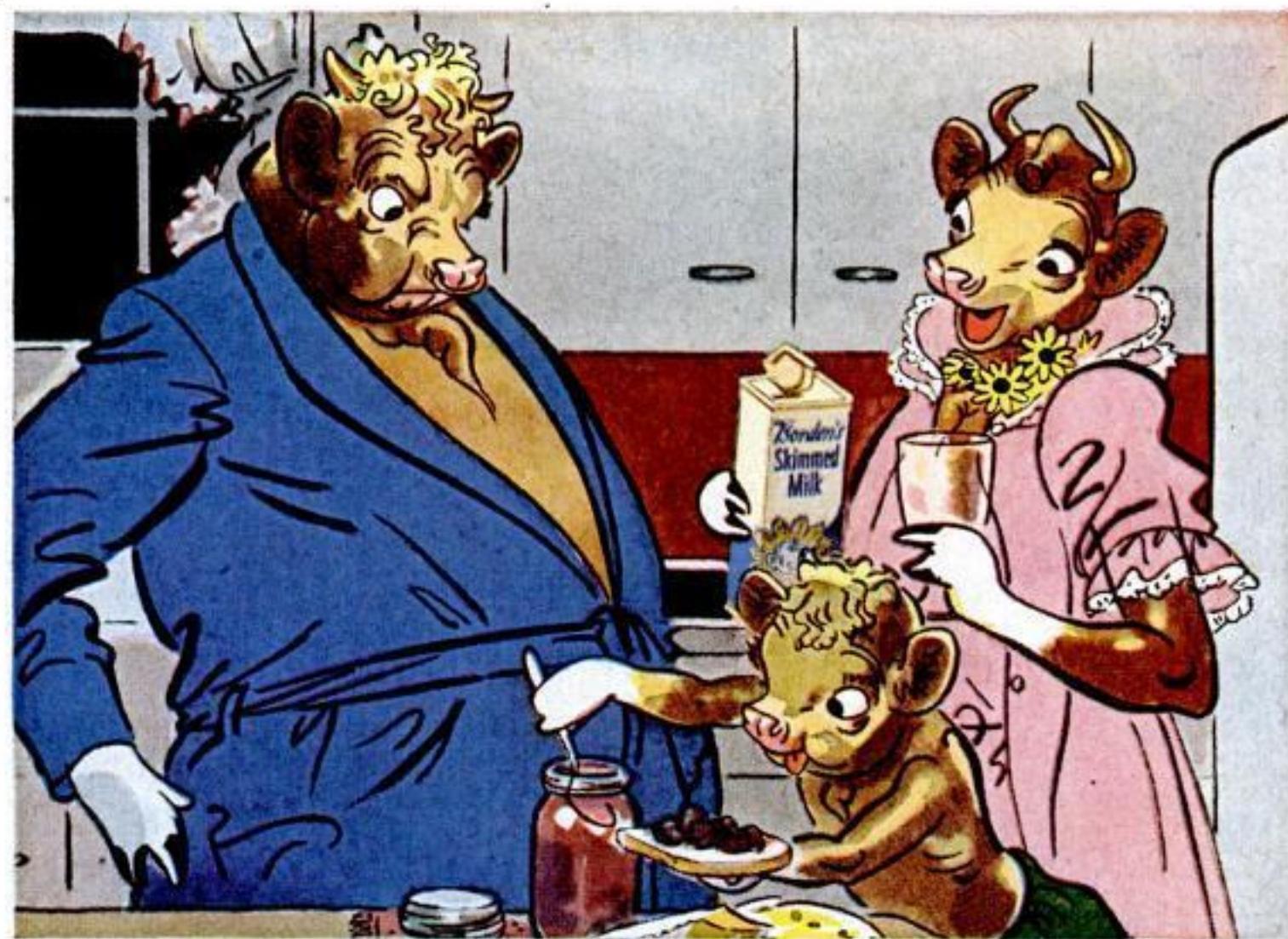
# "But dear, you don't have to starve while dieting!"

said Elsie the Borden Cow.



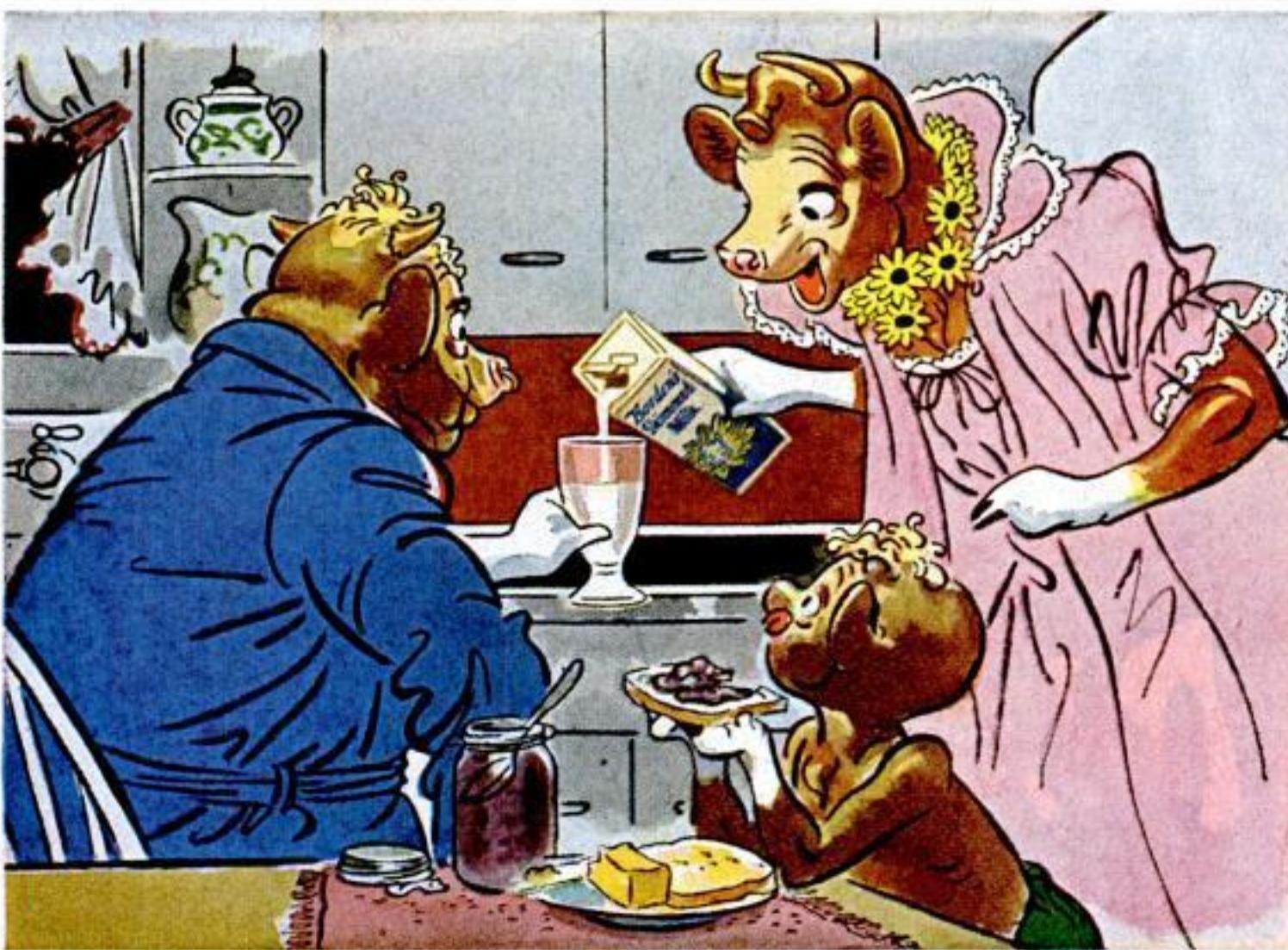
**Elmer:** You don't catch ME starving. I'll eat at the diner.

**Elsie:** Nobody's going to starve you, dear. I want to get you back in shape without starving you.



**Elmer:** AND WHAT'S WRONG WITH MY SHAPE?

**Elsie:** Nothing much—but you can pare it down and still eat plenty with Borden's Skimmed Milk as the basis of a low-calorie diet. Here, try it!



**Elmer:** Not half bad. Fill 'er up again and I'll stay home.

**Elsie:** Certainly, Elmer. It does my heart good to watch you drink it. You see, Borden's Skimmed Milk gives you the milk nourishment you need to keep up your pep while dieting. But it has only *half* the calories of whole milk!

**Elmer:** Skip the sales talk, Elsie, and fill up that glass.



Vital part of your diet...

Borden's Fresh Skimmed Milk  
gives real milk nourishment  
without the fat!



Get Borden's Skimmed Milk on Elsie's Good Food Line!  
At your food store, or at your door!

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# A NEW SHOW EVERY NIGHT



PROUD SPOKANE RESIDENTS TURN UP AS MUCH AS A WHOLE HOUR BEFORE CURTAIN TIME ON OPENING NIGHT TO WALK AROUND AND ADMIRE THEIR HANDSOME NEW BUILDING

**Spokane's shiny Coliseum is used for symphonies, sports, spectacles or speeches**

PHOTOGRAPHED FOR LIFE BY J. R. EYERMAN

Hockey one night, a symphony concert on another, then ballet, opera, basketball and square dancing on subsequent nights—the 176,000 people of Spokane, Wash., had never known anything like it. For years their drafty, inadequate armory and small auditoriums had been bypassed by major cultural and sporting attractions, even though their city is the acknowledged capital of the agriculturally wealthy "Inland Empire" which stretches from central Washington across Idaho into Montana. Last week they were delightedly thronging to a brand new \$2½ million Coliseum which for some events could seat 9,000 (with another 1,000 standees) and which for dazzlingly efficient modern equipment was equalled by few other halls on earth.

Spokane almost did not get its Coliseum. First proposed in 1925, the project was defeated at the polls that year and later in 1931, 1947 and 1948. Local boosters were afraid that if another bond issue failed the subject could never be raised again. Then in 1952 a new committee (right) took over, persuaded Spokane businessmen

to back a big promotion campaign and got the bond issue approved that November. With land donated and contractors working for unprecedentedly low rates, the city built a combination sports arena, concert hall, convention center, art gallery and town meeting place. When the Coliseum opened last month Spokane residents happily admired its clean, handsome lines (above), gaped at the 200-foot-wide domed roof uncluttered by supporting pillars and marveled at the big permanent stage which the Coliseum's energetic manager said could handle anything from Spike Jones to *Madame Butterfly*. Almost every night in its first few weeks the hall racked up new attendance records for Spokane, and local business organizations were happy to learn that of the 75,000 who bought tickets for the first week's events more than half were out-of-towners. With all concessions operated by the city itself, the Coliseum was a profitable venture from the moment it opened, and even before it opened it had booked enough coming events to fill up its schedule almost every night until next May.



PROMOTERS of project, Car Dealer Roy Rofinot, Chemical Engineer Joseph Drumheller and Druggist Joseph O'Leary, watch crowds arrive.

EVERY NIGHT CONTINUED



TONITE 8:00 PM  
DEDICATION CEREMONY  
PATRICE MUNSEL  
PHILHARMONIC BALL

The marquee sign announces Opera Star Patrice Munsel (above, left). Miss Munsel, who grew up in Spokane, gave a recital, then led the grand march to inaugurate ball.



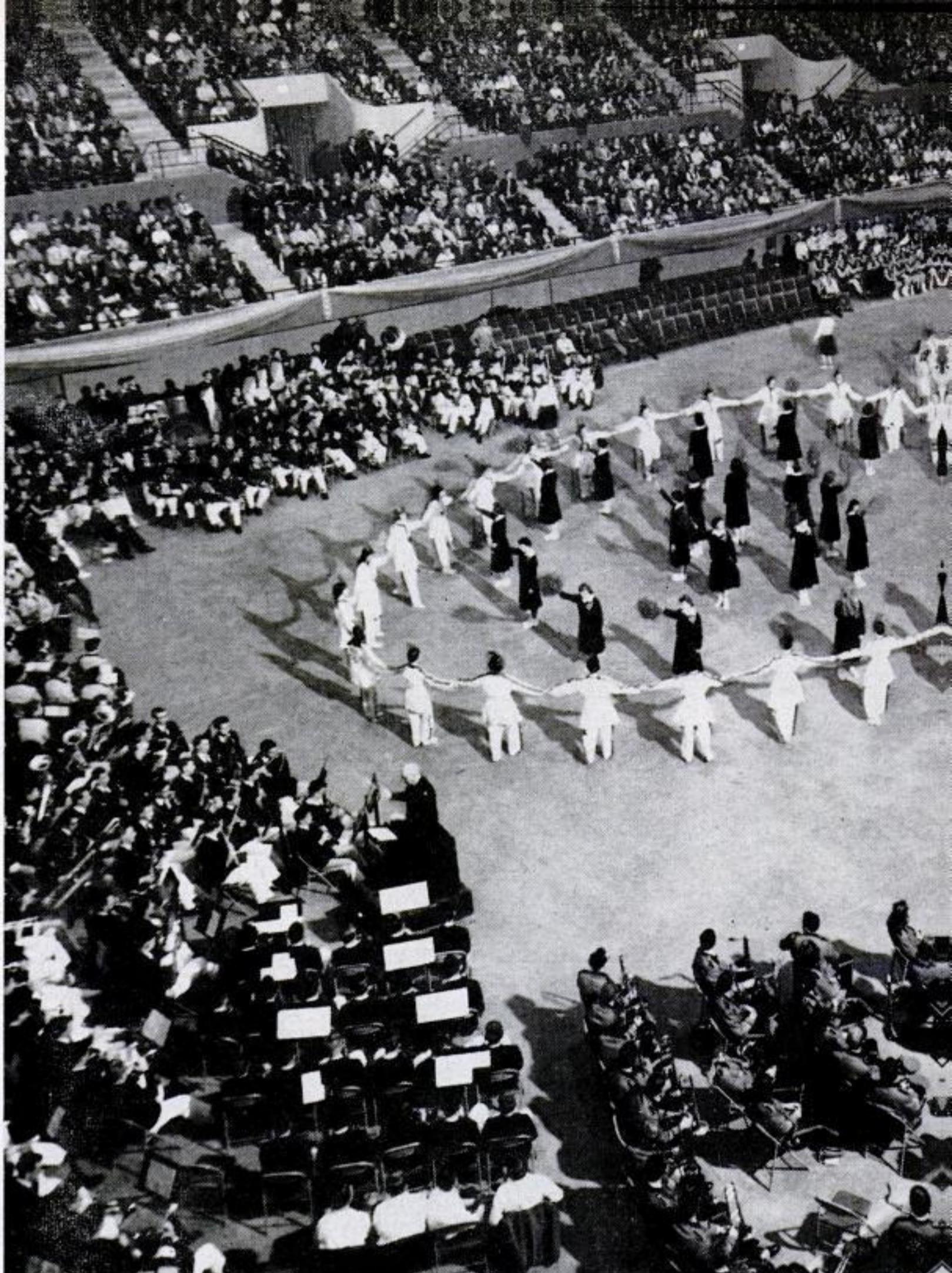
"ICE CYCLES" EL KATIF SHRINE  
MONDAY THRU FRIDAY 8:30 PM  
COMING JAN 3  
GLOBETROTTERS VARIETIES

Ice show stars, Jimmy Lawrence and Margaret Field, do an elaborate act entitled *Espana Mamba* in a performance which was partly sponsored by Spokane's Shriners.



LONDON FESTIVAL BALLET  
8:15 PM

Touring company performs *Schéhérazade* with leading man Istvan Rabovsky (left). More than 4,500 showed up for ballet, never given on such scale in Spokane before.



TO NIGHT  
SCHOOLS ON PARADE  
8:00 PM

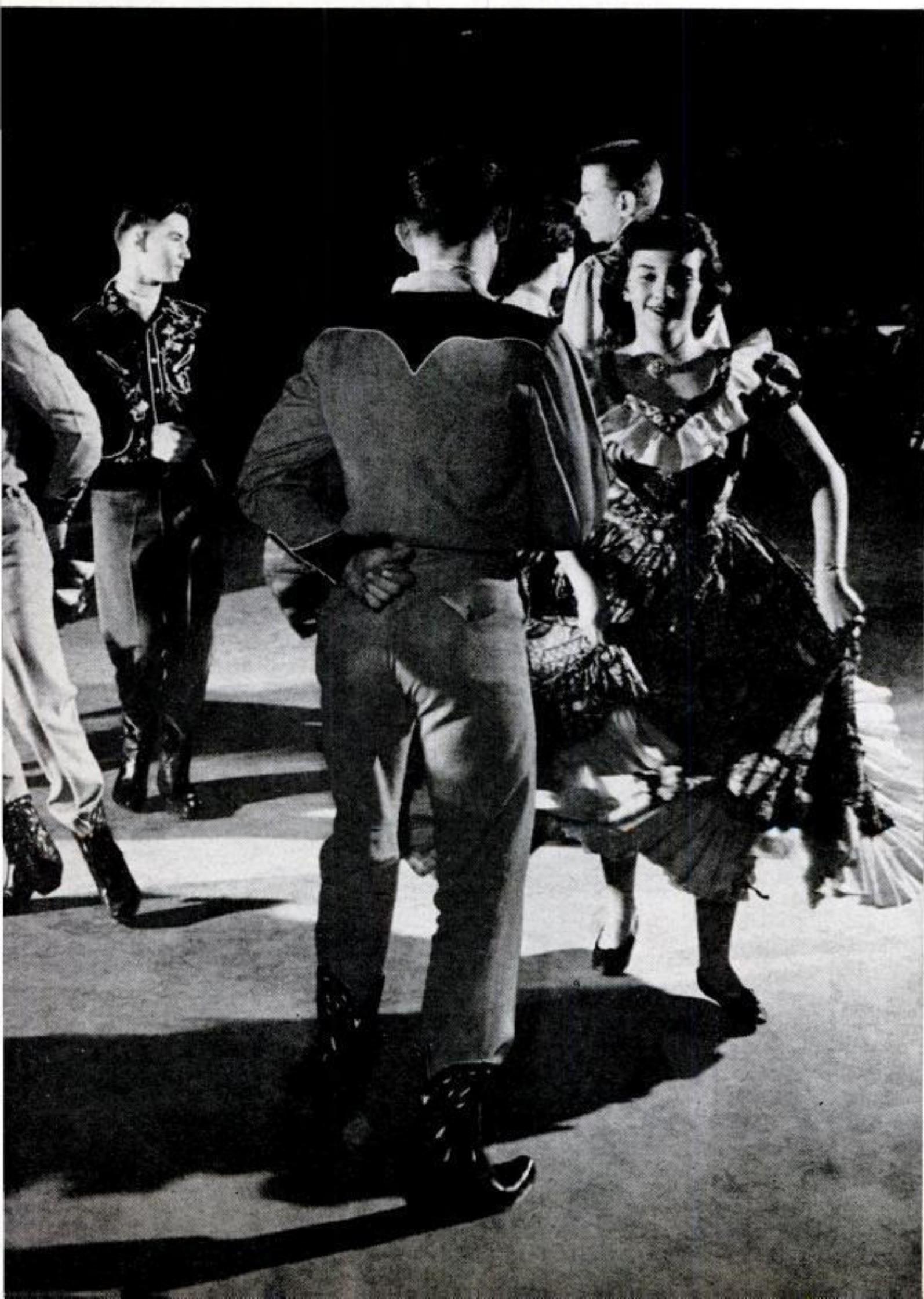
1,700 public school pupils, including 500 band musicians, take part in a show which included marching, musical numbers and posture-improvement exercises in unison.





JIMMIE WAKELY & THE THREE RAYS  
ALL WESTERN SHOW  
SQUARE DANCE

Spokane's teen-age Western dance group, the "Silver Spurs," who have toured the U.S., stage an exhibition for their home town during an evening of square dancing.



BASKET BALL  
TWO GAMES 7:15 PM  
GONZAGA VS WHITWORTH  
WSC VS UTAH STATE

Whitworth College cheerleaders yell for their basketball team, which despite the students' enthusiastic backing lost out to Gonzaga University by a score of 70 to 60.



HOCKEY TONITE  
FLYERS VS TRAIL 8:15  
FIGURE 3:30  
PUBLIC AND SKATING 6:4

Ice is set for hockey game in which Spokane team defeated a British Columbia team, 5-4. Hockey promoter feared a small crowd, but 5,500 showed up for the game.



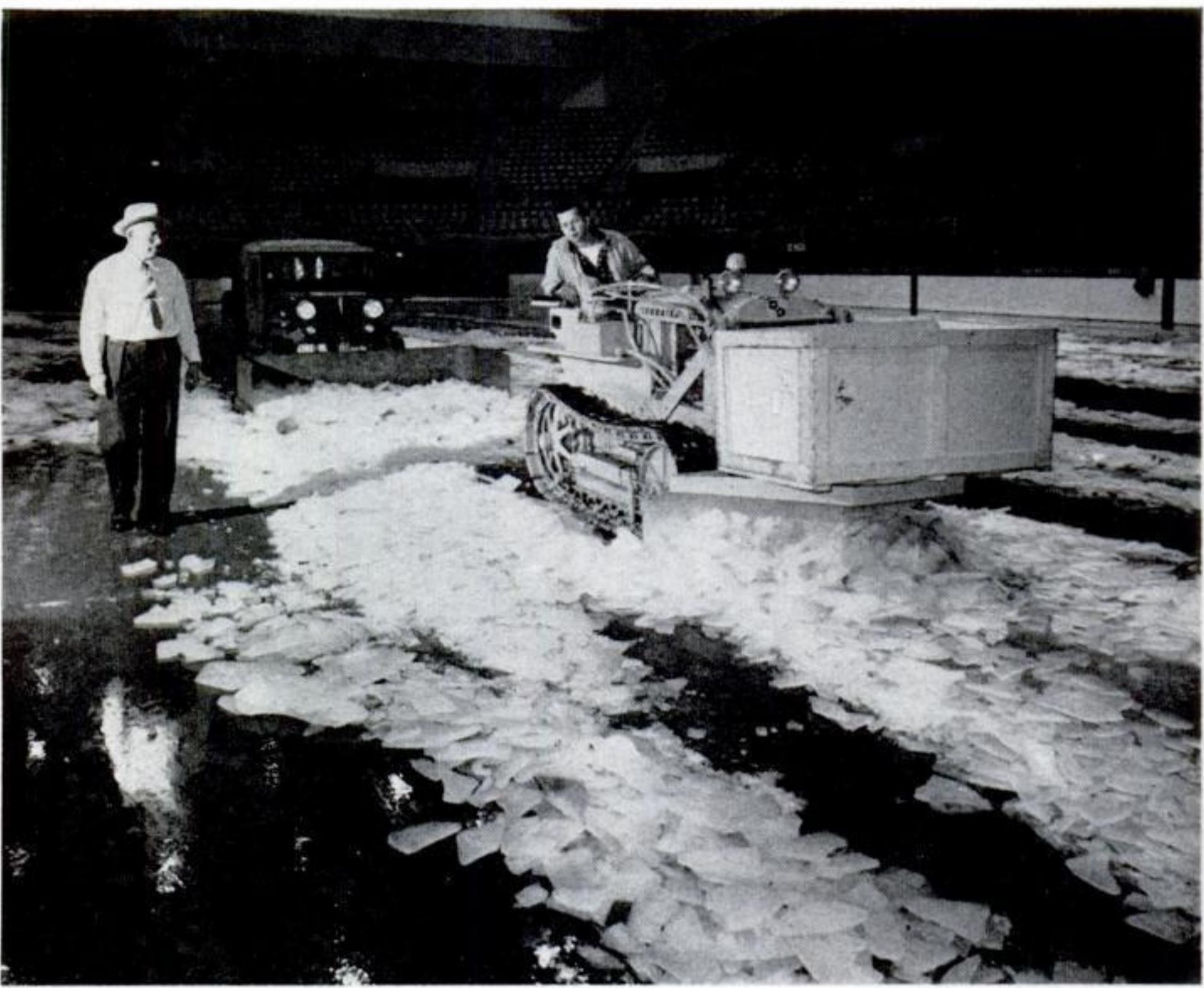
BOXING  
SADDLER VS WOODS  
ALL STAR PRELIMS  
9 PM

Fight fans yell for Bobby Woods, Spokane lightweight, who excited crowd by putting up a scrappy battle but lost the decision to Featherweight Champion Sandy Saddler.



**TELESCOPING TOWER** raises workmen up to 70 feet to adjust ceiling lights or set up circus rigging.

EVERY NIGHT CONTINUED



**ICE BREAKER** chops up hockey rink after a game. The ice is then pushed off the rink into steam pits,

where it is quickly melted and run off. The entire arena can be cleared dry in only 55 minutes.

CHIEF USHER AL SNYDER ASSEMBLES HIS SUBORDINATES ABOUT HIM TO CHECK THEIR FLASHLIGHTS, SOME OF WHICH SUCCUMBED TO BATTERY FAILURE ON A BUSY NIGHT





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# Nothing *does it* like Seven-Up!

If you want a real thirst-quencher...If you hanker for a cool, clean taste...If you want a quick, refreshing lift...Nothing does it like Seven-Up!

What makes 7-Up so "special"? Why that cool, clean taste you find nowhere else? This will give you a clue:

The source of the 7-Up flavor is a fragrant, natural oil in the peel of lemons and limes. From every batch of this flavor source 7-Up selects less than 5%, *the very essence*, as being delicate and pure enough to be used in the "fresh up" drink!

Every step of the way, the superb quality of 7-Up is safeguarded. It is crystal clear. No artificial flavor is used. The ingredients are proudly listed on the bottle. And all are blended according to an exclusive formula... If you hanker for a cool, clean taste, **NOTHING DOES IT LIKE SEVEN-UP!**

Thirst was made for 7-Up. Why waste it on anything else?



## "Fresh Up" with Seven-Up

THE ALL-FAMILY DRINK



*When you wish you had an Italian chef to fix food for a party...*

**RELAX!** You can feed your company party-style—without wearing yourself to a frazzle or spending a fortune.

Just lay in a supply of delicious Chef Boy-Ar-Dee Spaghetti and Meat Balls—all prepared and ready to heat.

Tender strands of choice spaghetti; lots of tasty, tomato-rich sauce; and—most important—juicy, braised-beef meat balls to top it off in style. So good, folks will

wonder if you have an Italian chef hidden in the kitchen.

The price? Only about 14¢ a serving. Available in two-serving or five-serving cans.

It's **Chef's special way** with sauces that makes this—and all the other Chef products—so extra-specially good. And you can get the sauces *separately*, too. Enjoy them—enjoy letting Chef do your cooking!

**Quick**

Hearty, tasty

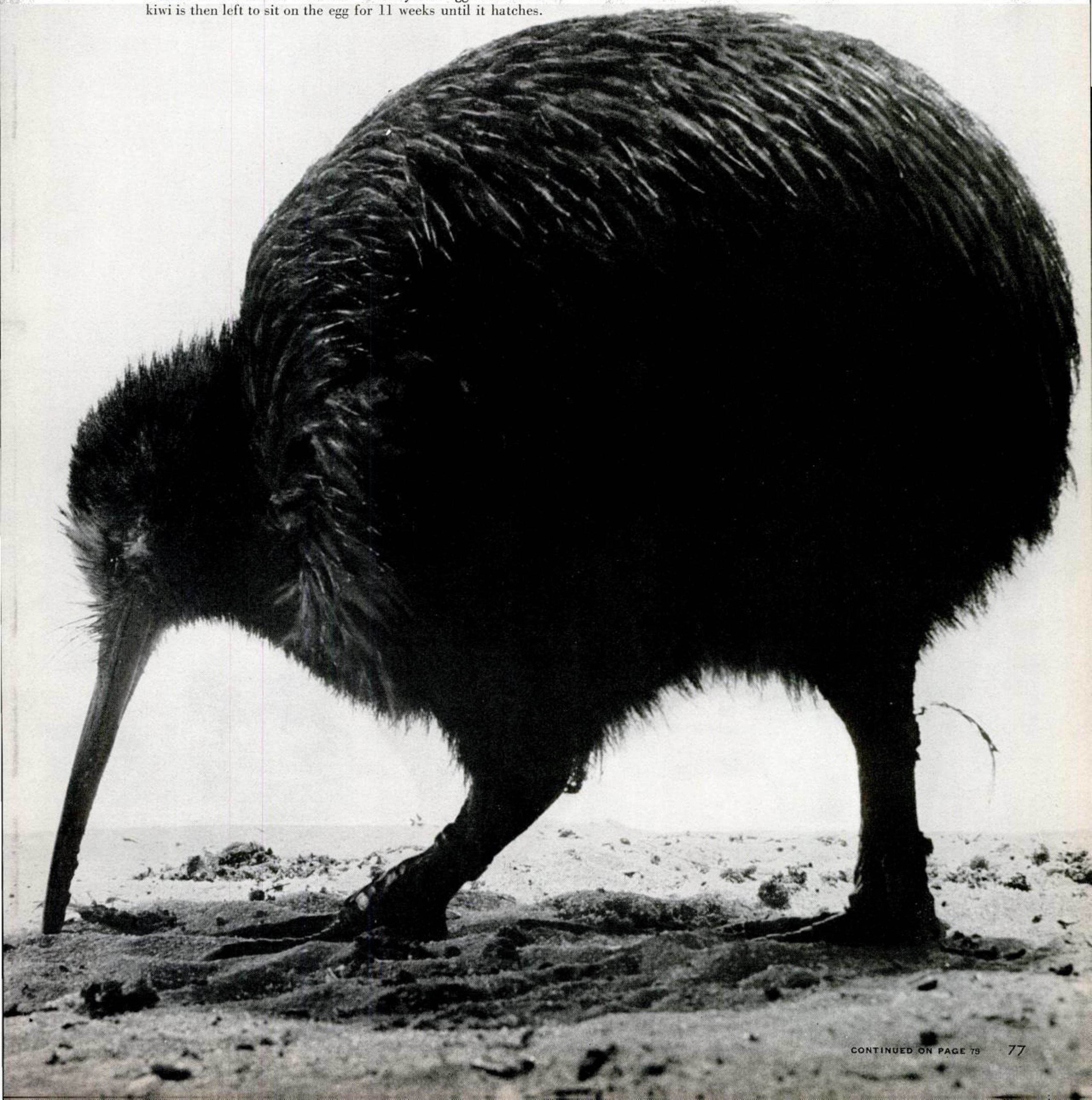
**CHEF BOY-AR-DEE®**  
Spaghetti and Meat Balls



# A SURVIVING FOSSIL

The San Diego Zoo gets the country's only kiwi bird

This curious long-billed bird grubbing for worms is a living fossil and the only kiwi in the U.S. Belle arrived last month at the San Diego Zoo, a gift from the government of New Zealand. Like New Zealand's few other surviving kiwis, Belle is a million-year-old relic with habits as strange as her looks. A flightless, nocturnal creature, she can sniff out worms and insects from the under-brush, aided by two nostrils at the end of her beak. Sensitive bristles at the base of her beak guide her in the dark. She has a vicious kick and can outrun a man. An emancipated female, the mother kiwi is a free bird once she lays an egg. The male kiwi is then left to sit on the egg for 11 weeks until it hatches.



# M A R T E X

Dacron\* reinforced towel for fabulous long wear!



This is the famous new Martex towel with Dacron\* reinforced selvages—down both edges (where most towels wear out first). Martex weaves a miracle margin for extra resistance to yanks, stretch and friction! You'll know the Dacron's there by the silvery threads in the selvage—and by the way this towel wears, wears, wears. It's two inches wider than ordinary towels at

this price. Choose a set for each member of the family from 9 beautiful decorator colors: bon-bon pink, nile green, light blue, gray, azalea, sunflower, white, brown, spruce green. You could search the whole town from end to end, but you'd never find a White Sale bargain to beat this Martex value! Check the fine stores listed opposite for the name of the one nearest you.

\*Dacron, DuPont's trademark for its polyester fiber that puts up amazing resistance to stretch, strain, abrasion. Used here to make selvages extra strong.

**January White Sale \$  
price about  
bath size 24" x 44"**

M A R T E X   T O W E L S ,   6 5   W O R T H   S T R E E T ,   N E W   Y O R K   1 3 ,   N E W   Y O R K



with exclusive PANORAMIC VISION...



"there  
is  
nothing  
finer  
than a

THE BROADVIEW II—21-inch Panoramic Vision picture for true room-wide viewing. Concert type speaker for full rich tone. Contemporary cabinet, with decorative recessed speaker grill, in hand-rubbed mahogany or bleached mahogany veneers.

**STROMBERG-CARLSON."**

Television models from \$199.95 including excise tax and warranty.  
(Slightly higher in South and West) • STROMBERG-CARLSON COMPANY, ROCHESTER 3, N. Y.

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FIRST AID for RUG and CARPET MISHAPS



Know what to do... and when to do it! How to treat over 30 kinds of accidents common to rugs (ink spots, animal stains, spilled drinks, food stuffs, etc.) Send for your copy of "Tips" today!

OFFERED AS A PUBLIC SERVICE  
Write to:  
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Dept. L, Silver Spring, Md.

**OUTCASTS, OUTLASTS,  
OUT FISHES THEM ALL!**

LOOK FOR THESE LABELS WHEN YOU BUY!

AN EARL OSTER ORIGINAL  
MODEL 866R  
St. CROIX'S "DOUBLE POWER" FIBERGLAS RODS... EXCITING TIP ACTION... PERFECT BALANCE... Ask Your Dealer or Write  
St. CROIX CORPORATION PARK FALLS 3, WISCONSIN

Tops on CHOPS A.I. SAUCE  
Ask for A.I. when dining out, too!

WELCOME TREAT ON A WINTRY DAY—SUGAR-SWEET SUN-MAID RAISINS!

See What Wonders They Do For Your Cooking!  
SUN-MAID RAISINS  
Ask your grocer for the SUN-MAID 6-PACK. Six pocket packages just right for between meal snacks!  
NOW FLAVOR-PROTECTED WITH CELLOPHANE

**DOCTORS AGREE:**  
Menthol is Important in Relieving Colds!

LUDEN'S MENTHOL COUGH DROPS  
5¢

Luden's Menthol Medication goes where your cold goes—to help clear your nose, to help soothe your throat. You get FAST relief.

### Surviving Fossil CONTINUED



KIWI COMFORT is sought by Belle as she curls up under a bush to get some sleep. The zoo posted special guard to keep visitors from disturbing her.

# First Payments on a Promise

With the publication in this issue of "The Great Garbo" (pp. 85-96), LIFE begins to make good on the promises I made you two weeks ago. In outlining for you then the many series scheduled for 1955, I also promised you many bonuses. These bonuses will be journalistic surprises, great pictures and articles that develop week by week and could not be included in that early preview. Next week the first bonus will be paid: LIFE will publish the first instalment of a penetrating series of photographs by Henri Cartier-Bresson on "The People of Russia." So many and varied are these photographs and so big is the story they tell that a second instalment will follow in the issue of Jan. 31. In the field of photography Cartier-Bresson is unique —a great artist as well as a great reporter; a man with ability to catch the mood of the moment and to record some of the most dramatic news events of our time. As our readers well remember, over the years LIFE has published many of Cartier-Bresson's most memorable pictures. The two reproduced below, which ran in LIFE in March 1947, are superb examples of his candid technique.



Idlers peer through a burlap fence at Brussels fair



Ex-prisoner identifies a stool pigeon at a displaced persons camp

Of his pictures taken in the Soviet Union, Cartier-Bresson says, "I tried to express what remains of the past, what the Russian people will destroy and what they will keep of it and what they will build and strive to. I tried to show where they come from and where they are going." How well he has done this you will see for yourself in LIFE next week in some of the greatest pictures ever taken by one of the world's greatest photographers.

**Andrew Heiskell, Publisher**

In next week's **LIFE**  
**THE PEOPLE OF**  
**RUSSIA**  
by **CARTIER-BRESSON**



# THE BEST YEAR OF LIFE

All in 1955—an exciting story of the sea by C. S. Forester and four great series

Another new, exciting LIFE bonus soon to be published is a novel by C. S. Forester, a master teller of sea stories. He is the author of the famous Horatio Hornblower stories and of *The African Queen*. Now he has written a taut tale of heroism aboard an American destroyer in the North Atlantic during World War II. It is in the LIFE tradition to publish fiction when it makes news by reason of its outstanding quality, and Forester's novel meets every test of this exacting standard. His story, *The Good Shepherd*, is one of the greatest adventure stories to come out of the war. Like Ernest Hemingway's *The Old Man and the Sea*, which first ran in LIFE and which was cited in the award to the author of the Nobel Prize for literature, like James Michener's *The Bridges of Toko-Ri* (which became a best-selling novel after it appeared in LIFE), Forester's thrilling yarn—30,000 words or more—will

come in addition to LIFE's regular weekly word and picture articles. Yet this is what you have come to expect of virtually any week of LIFE. For the Forester novel, Mr. Truman's memoirs, the Cartier-Bresson photographs—these are the "bonuses" of LIFE. Along with the other unique features described on these pages, they add immense value. But they are extra values, extra reasons for reading LIFE.

LIFE will be again in 1955 what its original prospectus in 1936 said it would be—a magazine to help its readers to "see life, to see the world, to eyewitness great events"; this is the basic job LIFE promises to keep on doing, sometimes in a single picture, sometimes in ten. Adding all these bonuses to LIFE's week-by-week newsspicture coverage will make LIFE in '55 a more vital reading value than at any time in its 18-year history.



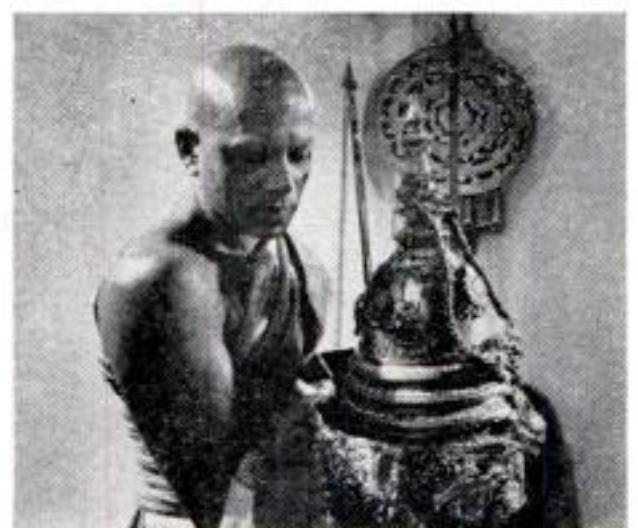
### Photographic Essays

The hallmark of LIFE over the years has been its matchless ability to present an essay in photography. In a score of photographs the essay probes some aspect of the world today, sometimes for fun, for sheer beauty; often for pure excitement. In the Jan. 24 issue there will be a superb example—18 pages of color depicting the romantic South Seas.



### Mr. Truman's Memoirs

The ex-President is hard at work writing his personal account of the crises and decisions that marked his years in the White House. He promises a direct and straightforward account, candid in every detail. Like Mr. Churchill's memoirs, also first published in LIFE, Mr. Truman's story is a key chapter in a most important period of modern history.



### The World's Great Religions

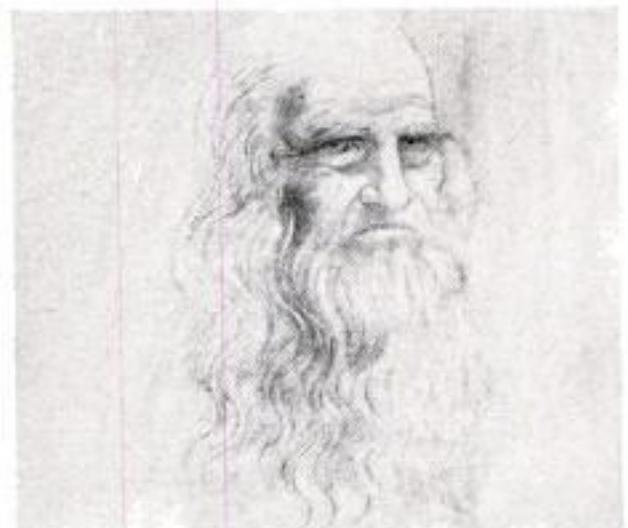
Brilliant photographs and paintings plus expressive text will make this multichapter series a vivid adventure in understanding other people's beliefs. First of the many religions to be explored will be Hinduism, in the Feb. 7 issue. The world's most elaborate faith, rooted in 4,000 years of theology and tradition, Hinduism has been called "the mother of religion."



### America's Cultural Heritage

In at least six brisk portfolios, LIFE will present an exciting pictorial narrative of how present-day American art and design developed; how, for instance, skyscrapers, modern paintings, automatic machines may trace much of their style and spirit to the graceful clipper ships, long rifles, steam engines produced by the nation's earlier artists and craftsmen.

# IS JUST BEGINNING



### Men of Genius

The way we live today—our culture, convenience, communication and prodigious industrial production—can all be traced in some measure to the innovations and discoveries of the great minds of the past. In a new series LIFE will call upon distinguished writers to re-create for you the fiber, personalities and boundless talents of those men of genius.



### The Development of Man

In at least 10 chapters of 16 illustrated pages each LIFE will trace the physical and social evolution of Man from his beginnings through the first days of his recorded history. From a study of our earliest forebears—men of the Stone Age and before—we shall learn the reasons for modern man's ability or inability to cope with today's problems.

FIRST OF THREE PARTS

# The Great Garbo

IN HER GLORY SHE REIGNED SUPREME  
AS A BEAUTY, AN ACTRESS, A LEGEND

by JOHN BAINBRIDGE

Two years ago some old Garbo films sent John Bainbridge on a search that ultimately took him to Hollywood, Stockholm, Paris and London, into scores of homes and through all the literature on Garbo in several languages. Now LIFE

presents the first of three installments from the only complete biography of the woman Bainbridge has called "one of the great ornaments and excitements of her age." Doubleday will publish the book *Garbo* on March 24 (\$4.50).

Occasionally in recent years the corridors of the Museum of Modern Art in New York City have been fleetingly graced by a pale, handsome woman wearing dark, nondescript clothes, a floppy, face-concealing hat and low-heeled shoes. She usually goes straight to the museum's large and famous film library. There, with a museum official whom she knows well, Greta Garbo sits down to watch one of the 24 movies which, during the 16 years of her stardom, brought her fame and adulation of a sort the world had never before granted to any living person and may never grant again.

As she watches her celluloid image, Garbo reveals the enigmatic qualities that have continued to intrigue the world as much as ever during the 13 years since the release of her last movie. To its creator, the character of Greta Garbo the actress is an image that exists only on the screen. In that form she regards herself with the interest and affection she might have for a rather good friend. While the film unreels, she gradually sheds the taut reserve with which she entered the projection room. To her companion she comments on her actions on the screen, always referring to herself in the third person. "Watch her now," she may remark. "She's going to ask for money. Oh my, look at the way she's done her hair." She becomes at ease and animated. When her image has vanished from the screen Garbo is once more pensive and uneasy. Turning up her coat collar and pulling down the wide brim of her hat, she strides out of the museum, looking neither to right nor left, and back into a world that is not as real to her as the one she has just left.

Garbo's inability ever to grasp the dimensions of her famous self—to understand this personage who is one of the great ornaments and excitements of her age—derives in part from forces within her and in equal part from the very vastness of those dimensions. To understand fully the legend of Greta Garbo it is necessary to go back to the years when it was at its height.

One day in 1933 a Scottish youth was arrested for

stealing a photograph of Garbo from a movie theater in Glasgow. When the offender was brought to court and the charge against him read, the magistrate, whose name was Robert Norman Macleod, asked, "Who is Greta Garbo?" His question was considered so incredible that stories about it were cabled to newspapers around the world. Not to know, in the fourth decade of the 20th Century, who Greta Garbo was automatically marked a civilized man a freak—and with reason.

For more than a quarter of a century Garbo's admirers on six continents have contended with one another in trying to describe her particular spell. At the peak of her film career, when she had just turned 30, she was, in the words of Alistair Cooke, "every man's harmless fantasy mistress." "By being worshiped throughout the entire world," Cooke said, "she gives you the feeling that if your imagination has to sin, it can at least congratulate itself on its impeccable taste."

In 1932 the magazine *Vanity Fair* published, under the heading "Then Came Garbo," a set of photographs of Joan Crawford, Tallulah Bankhead, Katharine Hepburn, Marlene Dietrich and several other stage and screen actresses, showing how they had looked before Garbo reached her ascendancy in Hollywood and how they looked a couple of years afterward. The pre-Garbo portraits show a collection of rather plump and perky young women with short, fuzzy bobbed hair, thick eyebrows and fussy make-up, all wearing expressions either fatuous or coy. In their post-Garbo portraits the same young women looked startlingly alike—their hair now worn in long, loose style, their eyebrows mere pencil lines, their eyelashes artificially lengthened, their make-up of the simplest, and their expressions uniformly languorous and inscrutable, as if they were brooding over some abiding sorrow—or perhaps only over their inability to look even more like Garbo.

The studied imitation of Greta Garbo was practiced not only by actresses but by shopgirls and ladies of quality as well. Her classic features became the standard in fashion drawings, and even the mannequins in

CONTINUED ON NEXT PAGE



**THE UNFORGETTABLE FACE** of Garbo in the ending of *Queen Christina* was illuminated with passion and poetry that filmgoers have never seen equaled.



THE EPITOME OF ALLURE, Garbo came to new prominence in *Flesh and the Devil* (1927) in love

scenes with John Gilbert, with whom, off screen, she conducted the decade's most celebrated romance.



FIRST TALKING PICTURE, *Anna Christie*, in 1930, gave Garbo a chance to show off her husky,

## GARBO CONTINUED

store windows began to bear an arresting resemblance to the enigmatic actress.

Crises big and little in her film career were the grist for thousands of words from the press services, gossip columnists and movie fan magazines. One day in 1935, when she stayed on the set of *Anna Karenina* 25 minutes past her accustomed quitting time, the Associated Press considered the event noteworthy enough to send out an item on it. Her talking-picture debut in the title role of *Anna Christie* in 1930 was described as the "most eagerly and fearfully awaited cinema event since talking pictures." Her producer, M-G-M, considered two words sufficient billing for the picture, and those two words it blazoned across the U.S.: GARBO TALKS. When the film opened, Robert E. Sherwood, later a Pulitzer-prizewinning dramatist but then a film critic, voiced the general reaction. After noting that M-G-M was advertising Greta Garbo as "the greatest living actress," he wrote: "While it is always a pleasure to any critic to dispute the extravagant claims of the press agents, I find myself unable, on this occasion, to utter a word of protest...."

By the early 1930s, after less than 10 years in the U.S., Garbo had become not only a millionaire but the highest priced player in Hollywood, making \$250,000 to \$300,000 a picture. In the summer of 1932, when she left Hollywood to spend several months in Sweden, U.S. newspaper readers turned from their contemplation of breadlines and bonus marchers to read stories headed "The Crisis!" "Will Garbo Come Back?" and "Whither Garbo?" A typical item said, "For the moment the eyes of the entire industry are upon this exotic silent actress who has reached the extreme heights and now must decide—whither?" After nine months she returned—to an even more profitable contract.

Since her departure from the screen, nobody has taken her place, seriously tried to—or could. "She stood alone—there was no one like her," said Lewis Stone, who appeared with her in *Queen Christina*. "She was Greta Garbo, and that said it all." The late Lionel Barrymore, who appeared in four films with Garbo and was known as a man not given to flattery, called her "the greatest actress ever seen on the screen."

Searching for possible comparisons, critics likened her to two of

the greatest actresses of another day, Sarah Bernhardt and Eleonora Duse. Garbo reacted to such praise in her own unique manner. Shortly after completing one of her most memorable films, *Camille*, she went to a small party with some close friends. One enthusiastically remarked that her performance of the role was even finer than Duse's. Without a word Garbo sprang from her chair, rushed from the room and went home.

A thousand such incidents have combined to form the image of Greta Garbo as the most enchantingly mysterious woman of her time. In Hollywood, which expects its leading citizens to share their lives and loves and sorrows unsparingly with the public, Garbo for years signed no autographs, answered no fan mail, endorsed no products, and for a time kept her address a secret even from the studio that employed her.

In her frantic efforts to lose her public identity Garbo has at different times traveled under the pseudonyms Harriet Brown, Karin Lund, Emily Clark, Mary Holmquist and Gussie Berger. Her desire to avoid playing the role of Garbo before strangers has been overpowering. She has apparently never fully understood the part.

### 'I am not always happy'

WHEN Garbo first arrived in Hollywood from Sweden in 1925, she did her best to adjust to a code of behavior which demanded that stars maintain a unique glamor while constantly demonstrating that they were just folks. When M-G-M asked her to pose for publicity photographs, she agreed, and during the same period even granted a few interviews. One of the enterprising journalists who got an audience with her was a fan-magazine writer named Rilla Page Palmborg. Mrs. Palmborg described Garbo as "tall, awkward and self-conscious. She wore a plain little suit, badly in need of pressing. Her eyes were shaded with a green visor drawn down over her forehead. . . . She said that the bright California sun hurt her eyes."

During the interview Garbo made one statement that might later be recognized as typical and revealing: ". . . In America you are all so happy. Why are you so happy all the time? I am not always happy. Sometimes yes, sometimes no." Otherwise Garbo's remarks consisted almost entirely of polite platitudes. But on the basis of this scanty material Mrs. Palmborg came up with a sound prophecy: "Greta Garbo will fascinate people, but I wager she will always remain more or



expressive voice and prove that she could more than hold her own with such veterans as Marie Dressler.



A STAR AMONG STARS, Garbo played in *Grand Hotel* (1932) with a cast including John Barrymore

(above), Lionel Barrymore, Joan Crawford, Wallace Beery, and carried off the film's top artistic honors.

less a mystery." The article was published under the factitious but provocative title *The Mysterious Stranger*.

Thus was foreshadowed the legend to come. What subsequently contributed to it more than anything else was the increasing secretiveness Garbo adopted as fame made more and more jarring impacts on her painfully retiring nature. The more famous Garbo became, the more her fans and the press badgered her; the more she fled from them, the more hotly she was pursued.

Shortly after she had become a star, her fans discovered that she was living at the Beverly Hills Hotel. One day in 1929 a well-dressed young woman walked into the hotel lobby and sat down. Presently Garbo walked through the lobby to the porte-cochere, where her car awaited her. The determined fan scampered out the door and down the driveway, disappearing into the shrubbery a few yards ahead of Garbo's car. As the car started down the drive, the girl leaped from the bushes and threw herself across the road. Garbo's chauffeur slammed on the brakes and the car screeched to a stop a few inches before the prostrate form. The girl jumped up, ran to the car and thrust a pad of paper and a pen into the startled actress's face. After ascertaining that the courageous autograph hunter was unhurt, Garbo waved aside the pad and ordered her chauffeur to drive on.

Often the struggle between Garbo and the public became pathetically absurd. Early one bright morning in late December 1931, while visiting in New York, she set out for a walk in Central Park. Wearing low-heeled shoes and a tweed topcoat with a collar that reached to her ears, she descended from her hotel room to find the lobby congested with reporters and photographers. Weaving her way through them with the agility of an athlete, she dashed outside and into a taxi. A stream of taxis carrying the newspaper folk followed.

Approaching the Casino in the Park, Garbo ordered her taxi to halt, flung a bill at the driver, leaped from the machine and started to race across the greensward. The other taxis pulled up right behind and the newspapermen took out after their quarry. A few early-morning strollers joined the chase. Now and then one of the crowd stumbled and fell but rose again to resume the fantastic pursuit. For some time the nimble actress was able to outdistance her pursuers, but finally she tired and turned to face the pack. "I can't say nothing," she panted. "I am not allowed to say nothing. I feel so sorry for you. You have such a—tough job." Hailing another taxi, she leaped in and lost the newsmen in the maze of park byways.

In Hollywood, Garbo liked to exercise between scenes by walking around the lot, where she excited the same interest and curiosity she did everywhere else. Other stars stopped to stare at her; secretaries and normally jaded publicity men gathered at their office windows to watch her pass. On her excursions around the Metro premises she rarely spoke to anyone. She did have one unsettling encounter with Harpo and Groucho Marx in an elevator in the M-G-M administration building one afternoon. The brothers noticed that they were standing next to a tall, slender woman whose face was concealed by a drooping hat. Groucho playfully lifted the brim, revealing the classic Garbo features. "Pardon me," Groucho said, "but I thought you were a fellow I knew in Pittsburgh." Garbo said nothing. Groucho gave up.

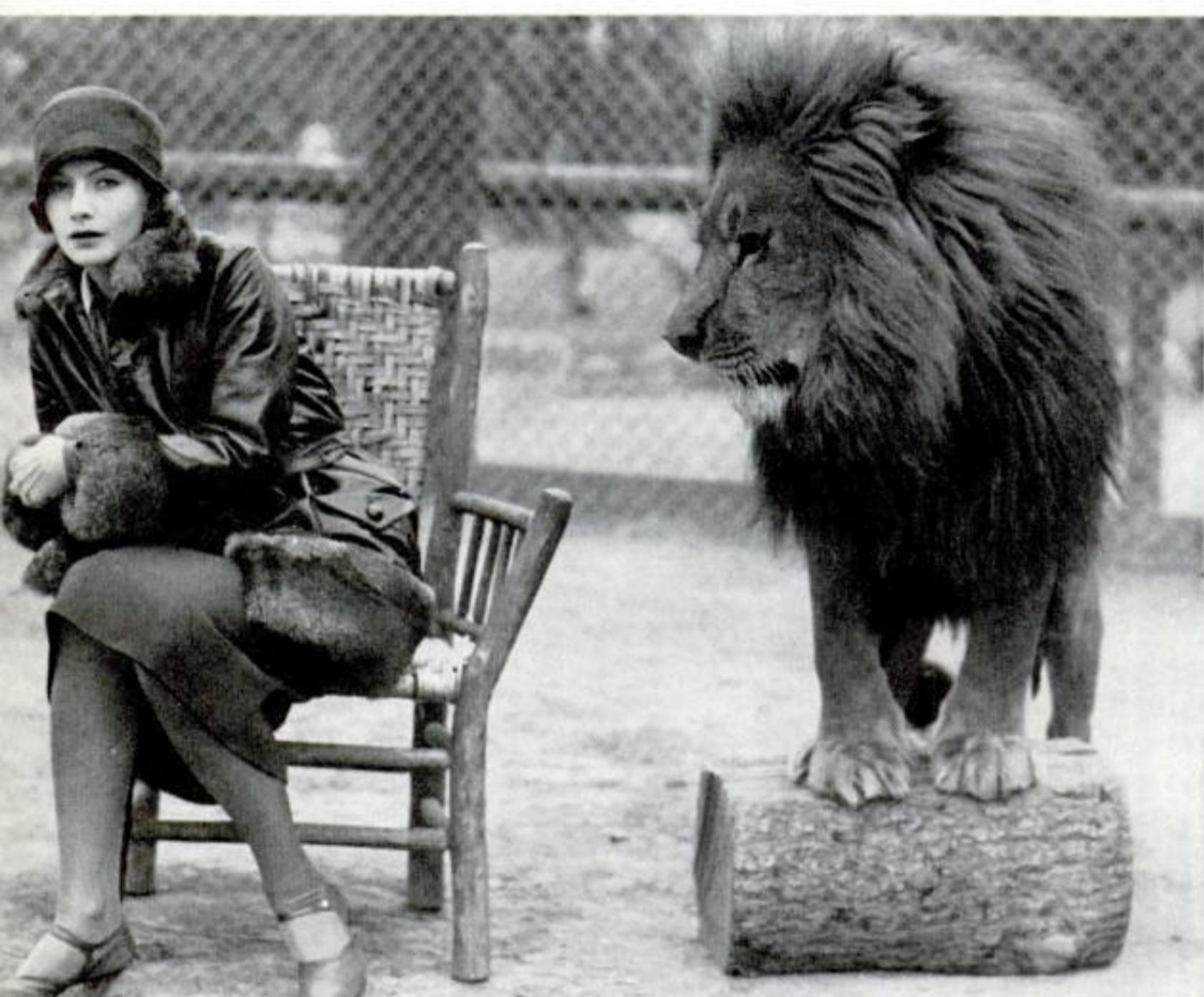
### Outbargaining Louis B. Mayer

GARBO had been in Hollywood less than 18 months when her bosses at M-G-M were made fully aware of another of her eccentricities—money. They had reluctantly signed her up for \$400 a week in 1925 mainly to please the brilliant European director Mauritz Stiller. Stiller, probably the most powerful single influence on Garbo's life, was the man who had transformed a somewhat gawky young actress named Greta Gustafsson into the intriguing European player Garbo. When M-G-M tried to bring Stiller to Hollywood he refused until his protégé Garbo was included.

After Garbo's first two U.S. movies, *The Torrent* and *The Temptress*, both as floridly passionate as their titles indicate, the studio executives found themselves being congratulated on their remarkable discovery. Garbo's third film, *Flesh and the Devil*, featured lovemaking between her and John Gilbert that went far beyond the demands of either script or director, and the public appreciated it accordingly.

In the fall of 1926, as M-G-M was preparing for her fourth assignment, a work called *Women Love Diamonds*, in which she was again to be cast as what she called "a stupid seductress," Garbo became increasingly moody about two things: she was tired of playing what she called "bad women," and her close friend Gilbert was getting \$5,000 a week. Louis B. Mayer summoned her for a friendly chat. Casually he worked up to the subject of what she would consider a fair salary. Five thousand a week, she replied. A slight earthquake was recorded in the Hollywood area that afternoon. Unable to come to terms with Mayer, Garbo said she thought she would go home, and

## GARBO CONTINUED



**THE EARLY BUILD-UP** of Garbo caught nothing of her basic appeal. Reluctant to pose for publicity, she agreed only when the studio explained that it "was part of the training of every actress." So she sat for discreet cheesecake, uncomfortably visited a tame lion and fondled a ukulele she was never heard to play.

she did. Home in this case was the Miramar Hotel in Santa Monica, and she stayed there five months.

In the back of Garbo's mind at this time was the knowledge that Stiller and some of her other countrymen were making plans to return to Sweden, and she was seriously considering going with them. So she remained silent in the face of Metro's threats and blandishments, repeating when necessary that all she wanted was "more mon-ee." The M-G-M executives finally became convinced they were up against truly complete indifference.

At this point Harry Edington, John Gilbert's business manager, took over Garbo's side of the negotiations. He succeeded in producing a five-year contract calling for an eventual salary of \$5,000 a week. It was the general practice in Hollywood for a player to be paid only 40 weeks a year; Garbo and Edington took the position that since she was available to work the year around there was no reason the studio shouldn't get up the money for 52 weeks. This original notion was worth a couple of hundred thousand dollars to the actress during the life of the contract.

Edington next decided that at such a salary his client should be surrounded with more dignity. His first move in this direction was to institute the custom of referring to her simply and starkly as "Garbo." Also, many leading actresses employed a maid to attend them in their dressing rooms, and after the strike ended Garbo arrived at the studio with two maids. To some of the people around the studio the presence of the dual attendants seemed amusingly overdignified, and one of the maids accordingly departed. In other respects Garbo's habits reflected her unusually tender regard for her purse. She did purchase a secondhand limousine and hire a chauffeur to drive it. It was not until two years later that she finally decided, mostly because she wanted to escape the fawning fans in her hotel, that she could afford to rent a home of her own.

After finding a house on Chevy Chase Drive in Beverly Hills, Garbo hired a Swedish couple named Gustav and Sigrid Norin. Gustav and Sigrid helped their mistress move her belongings, which consisted of one trunk, three suitcases and a few assorted boxes, from the Beverly Hills Hotel to Chevy Chase Drive in a taxi. After she had lived in the house for several weeks, Garbo asked Adrian, costume designer at M-G-M, to come out and rearrange the furniture in the living room. He did the best he could, considering the rather commonplace objects he had to work with, and afterward suggested that some new drapes and slipcovers and some other refurbishing would help considerably. But in this idea Garbo showed no interest. "I don't remember that she bought one thing for the house, even a vase," Gustav later recalled.

### Lunch in a brown paper bag

**T**HE day Gustav went to work Garbo informed him that he was to be in charge of all the buying and that the monthly budget for all household expenses, including food, was not to exceed \$100. By using considerable ingenuity and shopping at a cash-and-carry market, Gustav managed to hold the first month's expenditures down to \$85.

Using his own money, Gustav customarily bought a morning paper on the way home from driving Garbo to the studio. At her request he left the paper in her bedroom after he had finished with it. This sensible practice enabled Garbo to avoid a minor but regular daily expense. She achieved another economy by having Sigrid put up her lunch in a brown paper bag.

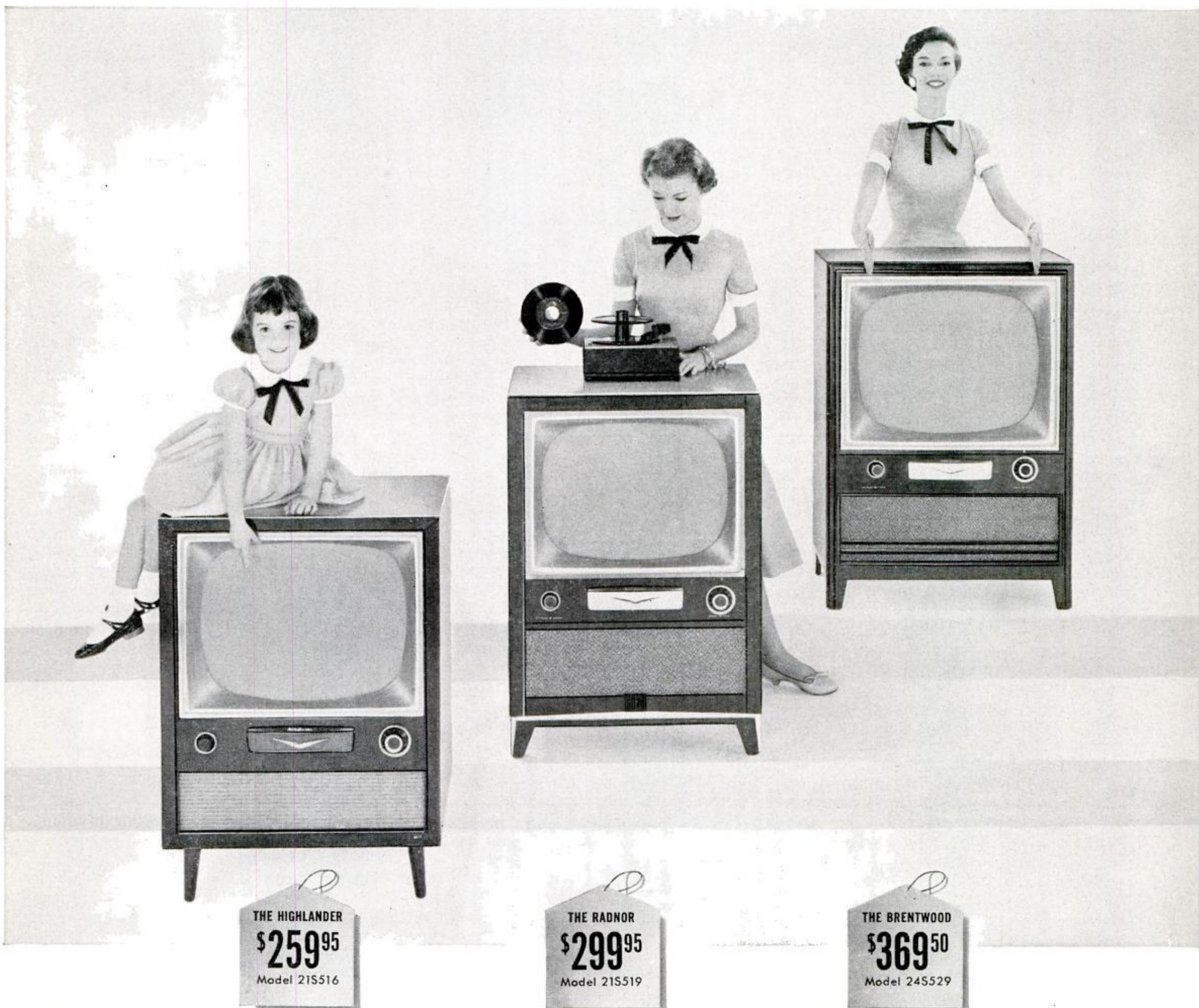
Occasionally Garbo read a novel in Swedish, German or English, but her favorite reading matter during this period was movie fan magazines. Gustav had instructions to keep his employer supplied with all the latest issues of these; Garbo pored over them by the hour, marking the articles about herself. If, in his magazine shopping, Gustav made a mistake and bought two copies of the same issue, Garbo sent him back to the stationery store with the duplicate to get a refund. Once in a while he was given the chore of also negotiating refunds for magazines in which she had found no articles about herself.

Sigrid was in charge of Garbo's wardrobe, which was not extensive. Her preference ran to plainly tailored tweed and jersey suits. With these she wore men's shirts and ties, of which she had a large assortment. She seldom wore anything except men's oxfords. "I used to buy most of her shoes," Gustav has said. "I bet she had a dozen pairs of these tan shoes sitting in her closet. Often when I brought home a new pair she had ordered, she would say, 'Just the thing for us bachelors, eh, Gustav?'"

For company around the house Garbo kept several pets—a chow dog, a pair of black alley cats and a parrot. She thought the parrot very amusing, and spent hours teaching it to say "Hello, Greta," to make a noise like a Bronx cheer and to imitate the throaty way she laughed.

Most of Garbo's recreations were solitary ones—swimming in her

# EXTRA FEATURES COST SO LITTLE MORE IN NEW RCA VICTOR TELEVISION



Every RCA Victor set gives you peak performance for the price you pay. This is true of the lowest priced RCA Victor of all—a \$149.95 table model. But look at the extras you get when you step up to the new 21-inch *Highlander*:

- 1 New Oversize 21-inch Picture Tube** for the biggest picture in 21-inch TV.
- 2 Aluminized "All-Clear" Picture** with 212% greater contrast for TV's clearest picture.
- 3 Beautiful console styling** with graceful, less bulky lines. In mahogany grained finish. Also in limed oak grained finish, slightly higher.

RCA Factory Service is available in most TV areas—but only to RCA Victor TV owners. Ask your dealer for full details.

Suggested VHF list prices shown, subject to change. Slightly higher in far West and South. UHF optional at extra cost.

See NBC-TV's spectacular "Producers' Showcase" in RCA Compatible Color or black-and-white, Monday, Jan. 10. Other Mondays, see Sid Caesar, NBC-TV.

Now look what only a few dollars more bring you in the striking new 21-inch *Radnor*. It gives you every feature of the *Highlander*, plus:

- 1 Spot-illuminated tuning dial** with king-size numbers that light up when tuned in.
- 2 Three-point "Personalized" tone control** that lets you adjust tone to suit your taste.
- 3 Built-in phono-jack** that lets you play records through the TV sound system. Just plug in any record changer—like the "Victrola" 45, shown.
- 4 High-Fashion cabinet.** Mahogany grained finish with smart gold-tone trim.

Bigger-than-life pictures are the big extra you get with the new 24-inch *Brentwood*. In addition to the *Radnor*'s extra features, you get:

- 1 Aluminized "All-Clear" 24-inch picture tube.**
- 2 Extra-large High Efficiency speaker.**
- 3 Luxury styling.** In mahogany grained finish. Limed oak grained finish, slightly higher.

See these sets now at your RCA Victor dealer's. Like all RCA Victor TV, they have "Golden Throat" Fidelity Sound and "Magic Monitor" chassis. See why every year more people buy RCA Victor than any other television.

**RCA VICTOR**  
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**GARBO'S DIRECTORS** found her a joy to work with. George Cukor (left) tried to soften her reserve toward Robert Taylor while filming *Camille*. Ernst



Lubitsch (center) had trouble at first making her play a gay drunk in *Ninotchka*. Clarence Brown (right) gets her in mood for sordid opening of *Anna Christie*.



## GARBO CONTINUED

pool, lying in the sun, horseback riding and walking. Despite her dark glasses and floppy hat, she was occasionally recognized on her walks. Once she was accosted a few blocks from her house by two ladies who fell into step on either side of her and started to babble that they were admirers and neighbors and wished to invite her to join their women's club. Garbo responded to this invitation by keeping silent and quickening her pace. Undaunted, the ladies stepped up theirs and continued prattling until Garbo finally took off at high speed and after sprinting a block or so handily outdistanced the winded clubwomen.

When not working, she usually spent part of three or four afternoons a week on the bridle path in Bel-Air, where she opened an account at a stable. When her first month's bill came due, an employee of the stable asked for her address so that he could mail her a statement. Garbo told him simply to hand it to her.

Accustomed to a cool, damp climate, Garbo could never get used to the long, dry spells common in Southern California. During these periods she often became restive. "I can't stand this dry weather any longer," she would say. "I must have some rain or I'll go crazy." Her solution to this problem, Gustav has said, was to "go out into the garden, turn on the sprinklers and walk through the spray until she was drenched to the skin. Sometimes she would put on her bathing suit. Often she was fully dressed. She did this time and again. She would play around in the spray so long that the garden was flooded."

However soothing these watery romps may have been to Garbo's spirit, they sometimes had the effect of bringing on a cold, an ailment to which she was very susceptible. "The minute she felt a cold coming on," according to Gustav, "she would make an appointment for treatment in a Hollywood Turkish bath, where the water came hot from a natural mineral spring. No one ever seemed to recognize her down there, and she went often. She often took the massages and baths when she didn't have a cold, especially if she was tired or nervous, as she usually was when making a picture."

Among Garbo's small circle of close friends in her early Hollywood years was Nils Asther, the Swedish actor with whom she had worked in a couple of pictures. She also got to know the English actor John Loder and his wife and found them attractive. Through Emil Jannings and his family she met Jacques Feyder, a Belgian director who had made a brilliant reputation abroad before coming to M-G-M, and his handsome French wife, a well-known actress on the Continent. Only with these people and a few others did Garbo sometimes feel free of her compulsion to play the part of the mysterious and inaccessible Nordic.

Even so there were periods, lasting as much as a week or more, when she positively refused to see anyone, including these friends, for any reason. When this mood was on her, she would tell her butler, "Gustav, I am not at home to anyone. Remember, not anyone." Then, regardless of who called—friends, studio, her business manager—she remained strictly incommunicado. "After they had left," Gustav has said, "she would call me to her and say, 'Who was that, Gustav? What did he say? Do you think he believed that I was not here?' If I said I thought he suspected she was there, she would roll over on her side and laugh, as though she thought it a good joke."

When such moods were not upon her she occasionally went with her friends to dimly lighted, out-of-the-way restaurants not frequented by her fans. On Sunday afternoons she generally went to the movies, sometimes in Beverly Hills but more often in Pasadena, Long Beach or some other nearby town, where she felt the chances of not being recognized were fairly good. She was very much impressed by

Gary Cooper's acting and seldom missed one of his pictures. She also made a point of seeing every film directed by Ernst Lubitsch and Erich von Stroheim—in her opinion two of the most gifted directors in Hollywood. She usually saw her own pictures two or three times.

In the early 1930s one of Garbo's favorite moviegoing companions was Wilhelm Sorensen, son of a wealthy Swedish industrialist. One Sunday afternoon she and Sorensen went to a theater in Beverly Hills to see *The Love Parade*, starring Maurice Chevalier and directed by Lubitsch. When they came out of the moviehouse Garbo walked over to the curb and sat down on it. With her chin in her hands, she sat staring into space for several minutes. Sorensen finally asked what was bothering her. After a pause, Garbo said, "I must sit and think. I am so happy to know that pictures like that can be made." Rising at last, she asked Sorensen to drive her to a florist's shop, where she bought five red roses. They then drove to Lubitsch's home. When Lubitsch came to the door, Garbo tossed him the roses, threw her arms around his neck, and said, "Ernst, I love you, I love you for this picture."

Lubitsch insisted that she and Sorensen come and join his dinner guests. To Sorensen's surprise Garbo accepted. She and Lubitsch then sat down together and discussed the picture at length, completely oblivious of the other guests and of the food that was set before them.

Some years later, after Lubitsch had directed Garbo in one of her most successful films, *Ninotchka*, he said of her, "I believe that Garbo is probably the most inhibited person I have ever worked with. When you finally break through this, and she really feels a scene, she's wonderful. But if you don't succeed in making her feel it, she can't do it cold-bloodedly on technique."

### The troubled perfectionist

WHETHER dealing with film material that was shoddy or sublime, Garbo always approached her work with the single-minded purpose of the true artist. "She is so completely thorough in her art," one of her directors, Richard Boleslawski, said, "that one finds her almost as marvelous as the camera itself." Garbo's Nordic efficiency impressed her directors almost as much as her genius before the camera. She unfailingly arrived on the set at 9 o'clock, dressed, made up and letter-perfect not only in her lines but in those of the other players who would appear with her. She had privately rehearsed the business of every scene—how she planned to sit in a chair, walk across a room—before reaching the set. "She knew just what she had to do and how she expected to do it," the director Clarence Brown has recalled. "If the director suggested changes, she listened respectfully, sometimes arguing quietly but never angrily. She always wanted to give the best she had. Everything was for the picture's sake."

She had, to be sure, a number of idiosyncrasies. When studio executives felt obliged to escort friends or business associates to Garbo's set, she simply broke off the scene and retired to her dressing room, where she remained until the visitors had departed. More than once, when doing scenes involving hundreds of extras, she stopped work to remark to the director, "There are people here who do not belong here." Usually it was discovered, sure enough, that one or more Garbo admirers had mingled with the mob in the hope of seeing their heroine at work.

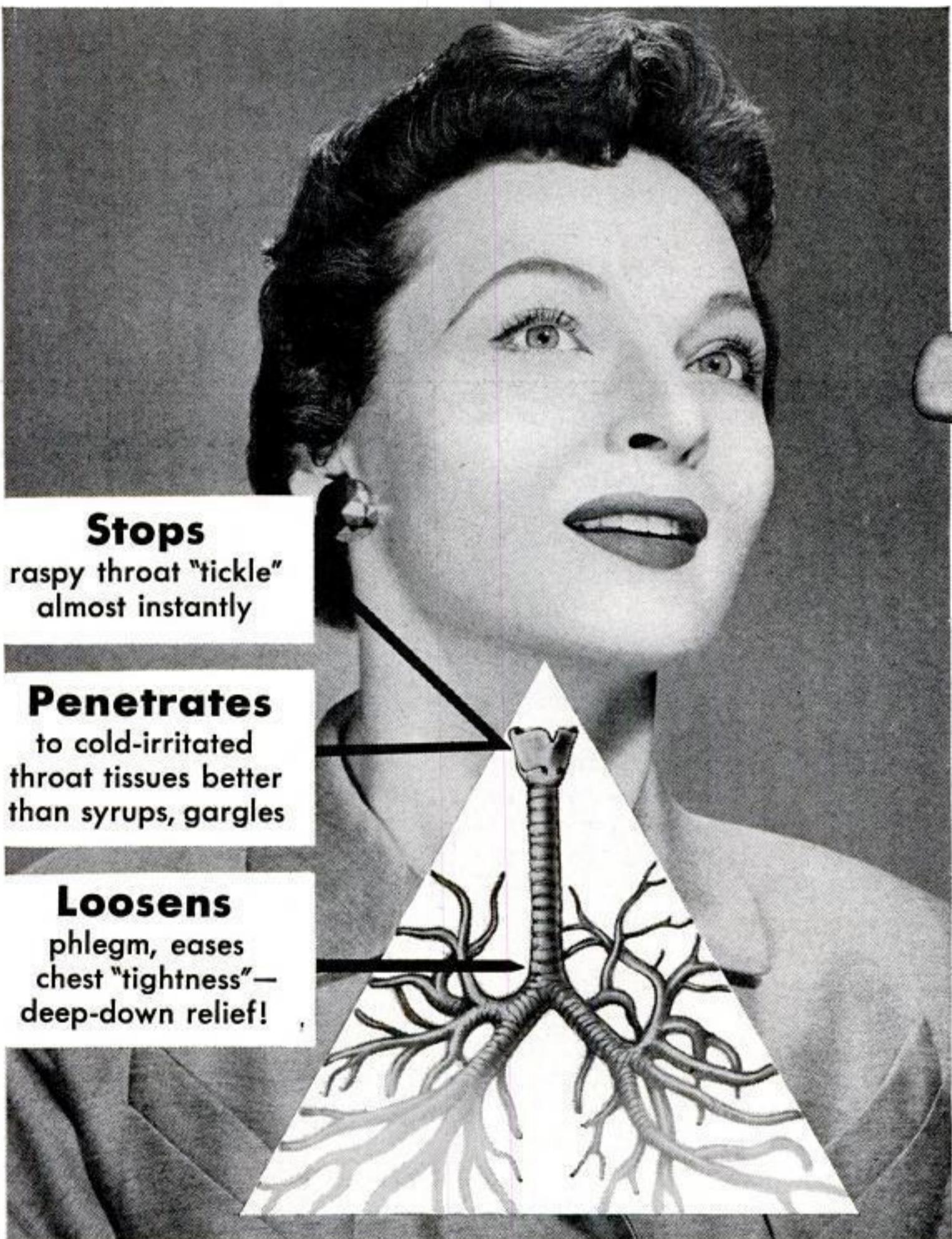
"Why do you mind people looking at you?" George Cukor, who directed Garbo in two pictures, once asked her. "When people are watching," she replied, "I'm just a woman making faces for the camera. It destroys the illusion." To help Garbo preserve the illusion, the

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**The 'Ideal' way  
to blast out  
of a trap**



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"Swing almost upright. Club slightly outside line of play. (Don't copy my nervous habit... running my hands through hair before a shot, unless you use non-greasy Ideal.)"



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"Many golfers just chop at this shot, stop it in the middle, and get a horrible result. So be sure to let that club head follow through all the way... just as on your drive."



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GARBO RENTED EIGHT-ROOM BEVERLY HILLS HOME IN 1929, CLOSED OFF TOP FLOOR, ALMOST NEVER ENTERTAINED

**GARBO** CONTINUED

sets on which she worked were sometimes surrounded by black cloth screens. Though directors generally like to work near the camera, Clarence Brown often found himself in the highly unusual situation of directing Garbo through a crack in one of these screens.

Because of her fear of strangers, Garbo insisted that the technical crews on her pictures always be made up of the same people. The studio permitted her to choose her own cameraman; her favorite was William Daniels, who photographed all or part of 22 of her 24 American movies. Between Garbo and Daniels there developed a great fondness and professional respect. Whenever possible, Garbo wore an old pair of carpet slippers on the set for the sake of comfort. Before a scene was shot, she always asked Daniels, "Is the feet in?" If they were out of camera range, she kept the slippers on, regardless of what luxurious Adrian creation she was wearing.

Though the usual quitting time in Hollywood studios was 6 o'clock, Garbo refused to work a minute beyond 5. At that hour, even if she was in the middle of a scene, she abruptly left the set. Despite this abbreviated working day, the actual shooting time on Garbo's films was considerably shorter than that of most other comparable productions. Because of her painstaking preparation, retakes were seldom necessary. She also saved time because she was not burdened with what Ernst Lubitsch called "a slavish devotion to the mirror," a common failing, he once remarked, of women stars. "They are so much concerned about their looks," said Lubitsch, "that they exhaust their vitality. Some of them take a terribly long time to powder and make up." Off the set Garbo's only beauty routines were the application to her face of an ice cube or an occasional dab of powder.

Garbo's directors credit her with an almost unique ability to strike the proper attitude before the camera. The most moving scene in *Queen Christina* is the finale when the queen, taking leave of her homeland after the death of her lover, stands gazing from the bow of the ship that is to bear her on what promises to be a long and lonely pilgrimage. Here, according to one student of the cinema, Garbo's performance is marked by "a symbolism brushed with poetry." Director Rouben Mamoulian achieved this result, after the scene had been shot again and again, by finally telling Garbo to make her mind a blank, completely vacant, to think of nothing; then the memorable scene was shot.

**Her most volcanic romance**

THE filming of *Queen Christina* marked Garbo's last professional encounter with the Hollywood star whose name and hers had been linked in the most fabled romance of the 1920s—John Gilbert.

When the 20-year-old Garbo met the 29-year-old

Gilbert on the set of *Flesh and the Devil* in 1926, she was still a comparative newcomer and he was already famous as "the screen's perfect lover." No sooner had shooting begun than reports of a heady romance between Gilbert and his new leading lady began to circulate. Clarence Brown, who was directing, explained rather breathlessly, "I am working with raw material. They are in that blissful state of love that is so like a rosy cloud that they imagine themselves hidden behind it, as well as lost in it."

John Gilbert was as well cast for an affair of this sort as he was for the movie. Extremely handsome, with coal-black hair, dark burning eyes and flashing white teeth, he was the most popular male star of the silent screen. To his friends in the film colony, the reckless, temperamental Gilbert was a rollicking companion, a convivial host and a man who, a friend said, "had a tendency to overcapitalized romance both on the screen and off." Before encountering Garbo, Gilbert had been twice married and twice divorced, first to a movie extra and then to the well-known actress Leatrice Joy.

**Musketeers in polo coats**

AS *Flesh and the Devil* progressed Garbo became a frequent visitor at Gilbert's Tower Road home overlooking Beverly Hills. Sometimes when they were not working they took off for a day's drive and picnic in the mountains. Gilbert's pet name for Garbo was "Fleka," irregularly derived from the Swedish *svensk flicka*, meaning "Swedish girl." Another was "Gee-bo," or "The Swede," or just "Swede." Her nickname for him was "Jacky," which, because of her difficulty with the letter "j," she pronounced "Yacky." Gilbert taught Garbo how to play tennis, and though her form was unconventional—she grasped the racket around the middle of the handle instead of at the end—she developed into quite a good player. Gilbert's close friend Carey Wilson, a Metro producer, shared his house during this period, and with the two men Garbo seemed to fancy herself a kind of third musketeer. Both Gilbert and Wilson had adopted the then fashionable loose-fitting, wrap-around polo coat with a belt that tied like a sash. One day Garbo showed up wearing a coat exactly like theirs. "Now I'm one of the boys," she announced. In their identical coats, the trio often went out together to the movies. "Here we go, three fellows out for a good time," Garbo would say as they roared off in one of Gilbert's cars.

Sometimes, when the three were sitting around after dinner, she would suddenly get up and say, "I take a walk." It was understood that she liked to walk by herself, and she would disappear alone into the hills above Gilbert's house. Often she stayed away until long after dark, and more than once Gilbert and Wilson set out to look for her. This always amused her greatly. When they tried to warn her that there were snakes in the hills, her reply was, simply, "So?"

CONTINUED ON PAGE 95

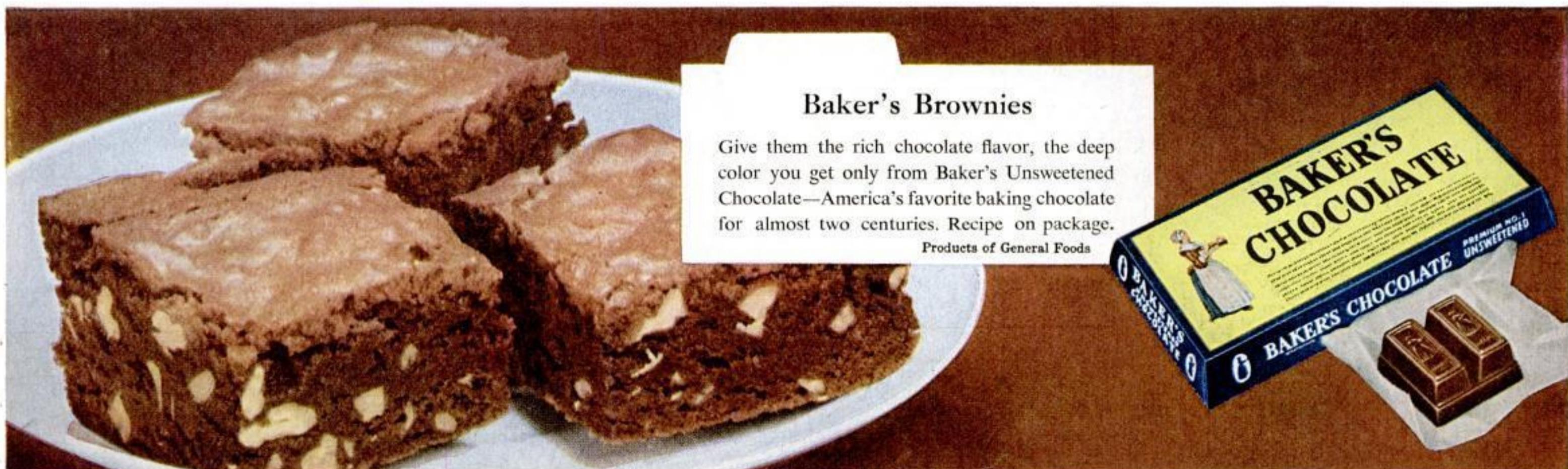


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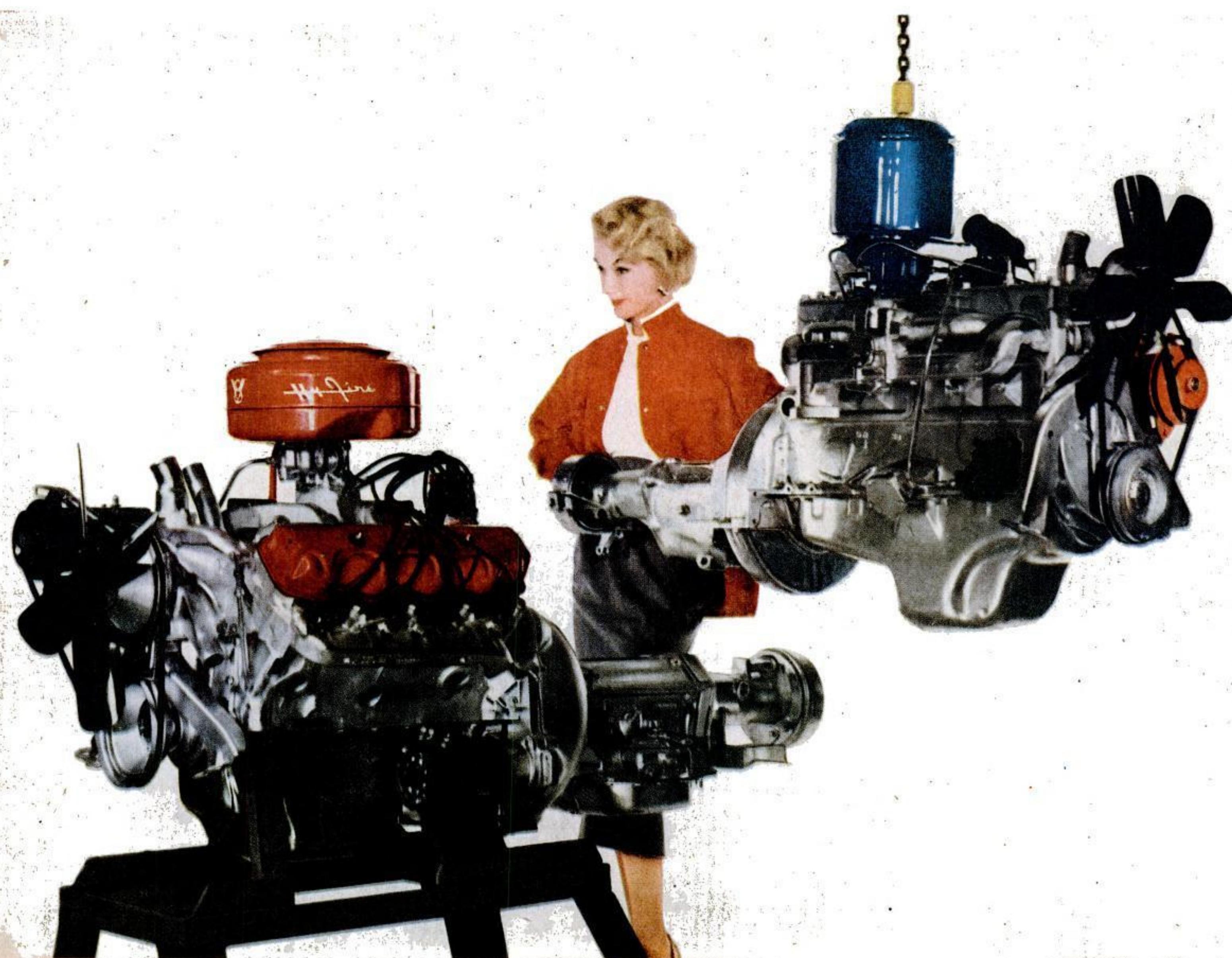
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A STARRY-EYED PAIR, Garbo and John Gilbert attend premiere of *Flesh and the Devil*. A critic called her performance "personification of passion."

## GARBO CONTINUED

With the two men or with Gilbert alone Garbo was talkative, natural and seemingly content. When Gilbert invited other guests to his house she was stricken speechless and displayed an uncontrollable urge to flee home or into the hills. Gilbert's Sunday buffets had become a kind of local institution and were usually attended by two dozen or so actors, actresses, producers, directors and other film people. Congregating late in the morning, Gilbert's guests played tennis, swam, talked shop and wound up the day with a buffet supper. Gilbert hoped that Garbo would lose some of her shyness in the casual and relaxed atmosphere of these gatherings. "She tried to play the role as Jack wished," Carey Wilson has said, "but what was second nature for him was agony for her."

Time after time Gilbert pressed Garbo to marry him, and time after time she refused. On at least two occasions he seemed close to success. Once, according to Wilson, Gilbert was sure he had convinced Garbo that they should marry, quit everything and go away on a year's yachting trip through the South Seas. So certain was he that he spent over \$100,000 in buying and outfitting a handsome new yacht, but the intended bridal craft never put to sea bearing the newlyweds.

On another occasion he thought he had persuaded Garbo to elope. To minimize the chances of a change of heart, he hurried her into his fastest car and drove at high speed to Santa Ana. But when they reached the marriage license bureau she bolted, ran to a hotel and hid in the ladies' room until Gilbert disconsolately gave up. Then she took a train back to Los Angeles alone. After this the romance began to fade quietly and imperceptibly.

### End of the affair

IT was while on location at Catalina Island during the shooting of *The Single Standard* in 1929 that Garbo learned of Gilbert's sudden marriage to the well-known actress Ina Claire. Garbo got the news from an eager reporter who chartered a plane and flew to Catalina carrying the first edition of the newspaper with its headline "John Gilbert Weds Actress." Finding Garbo on the set between takes, the reporter handed her the paper. She glanced at the headline, scanned the story and returned the paper. "Thank you," she said. The reporter began firing questions. "I hope Mr. Gilbert will be very happy," she said, and walked away.

One day several months later Garbo was driving down Sunset Boulevard when Gilbert passed her in his convertible. "Got, I wonder what I ever saw in him," she said to her companion. "Oh well," she added, "I guess he was pretty."

The phenomenon that had so enhanced Garbo's career—talking pictures—simultaneously ruined Gilbert's. His decline started with his first sound picture, *His Glorious Night*. When the great screen lover first said "I love you" in his high, thin voice, audiences snickered. Some laughed cruelly and uproariously. From then on, a movie oldtimer remembers, "he was worth less at the box office than a bag of popcorn." Probably no man in Hollywood ever fell so far so fast.

So when, four years after his marriage to Ina Claire, Garbo suggested that Gilbert play opposite her in *Queen Christina*, touching

CONTINUED ON NEXT PAGE

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**GARBO THE ENIGMA** was beginning to emerge as a legend when she returned from 1929 trip to Sweden, increasingly nervous, moody and withdrawn.

#### **GARBO** CONTINUED

stories went around that she had made a generous sentimental gesture. The fact was that careful consideration had been given to a number of more likely candidates, and Laurence Olivier had been definitely chosen for the part. After Garbo had rehearsed some love scenes with him, it was decided that he wouldn't do. It was then that she suggested that Gilbert be given a chance.

Gilbert and Garbo had not appeared in a film together in five years. Meanwhile he and Ina Claire had been divorced, and he had taken as his fourth wife Virginia Bruce, who bore him a daughter a few days before the filming of *Queen Christina* began. The reunion of Garbo and Gilbert was the occasion for considerable publicity about their "stormy, historic and once glorious romance." Garbo's attitude toward Gilbert on the set was friendly but professional. At one point the script called for a love scene of the uninhibited kind that had done much to make the two famous, and Gilbert began to enact it with his old enthusiasm. Garbo thereupon suggested to the director, Rouben Mamoulian, that the scene be played with somewhat less intensity. "Mr. Gilbert is a married man now, with a wife and baby," she remarked.

When *Queen Christina* was released, not only Garbo's performance but the scenario, direction, supporting cast and nearly everything else in the production were extravagantly praised—all except the work of John Gilbert. After *Queen Christina* Gilbert appeared in but one other film, an inconsequential work called *The Captain Hates the Sea*. Divorced by his fourth wife, his fortune disappearing, Gilbert died of a heart attack in 1936, at the age of 38.

His death aroused no visible emotional tremor in Garbo. For several years before this she had been beset with a growing, almost somnambulistic, moodiness that pervaded both her personal and professional lives. Once a director approached her on the set where she had been working for several hours. "You look tired, Miss Garbo," he said. "You'd better go home. You must be dead."

There was a long pause before she replied. "Dead?" she finally said. "Dead? I have been dead many years."

#### **NEXT WEEK: THE CREATION OF GARBO**

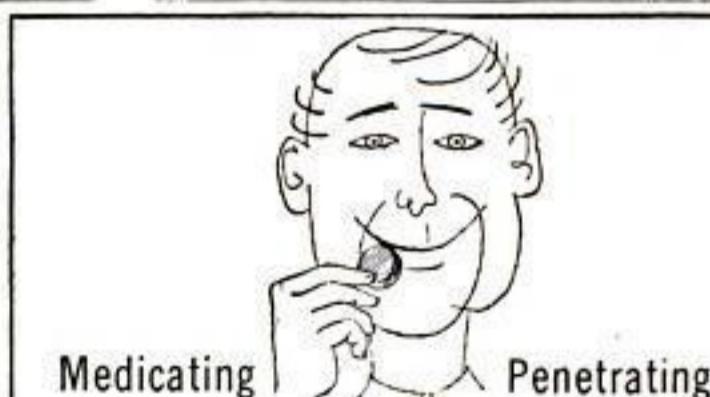
In the second instalment of this series John Bainbridge goes back to the bleak childhood and stagestruck adolescence of Greta Gustafsson. He tells how she was discovered and renamed by the director Mauritz Stiller, under whose hypnotic influence she came to Hollywood.



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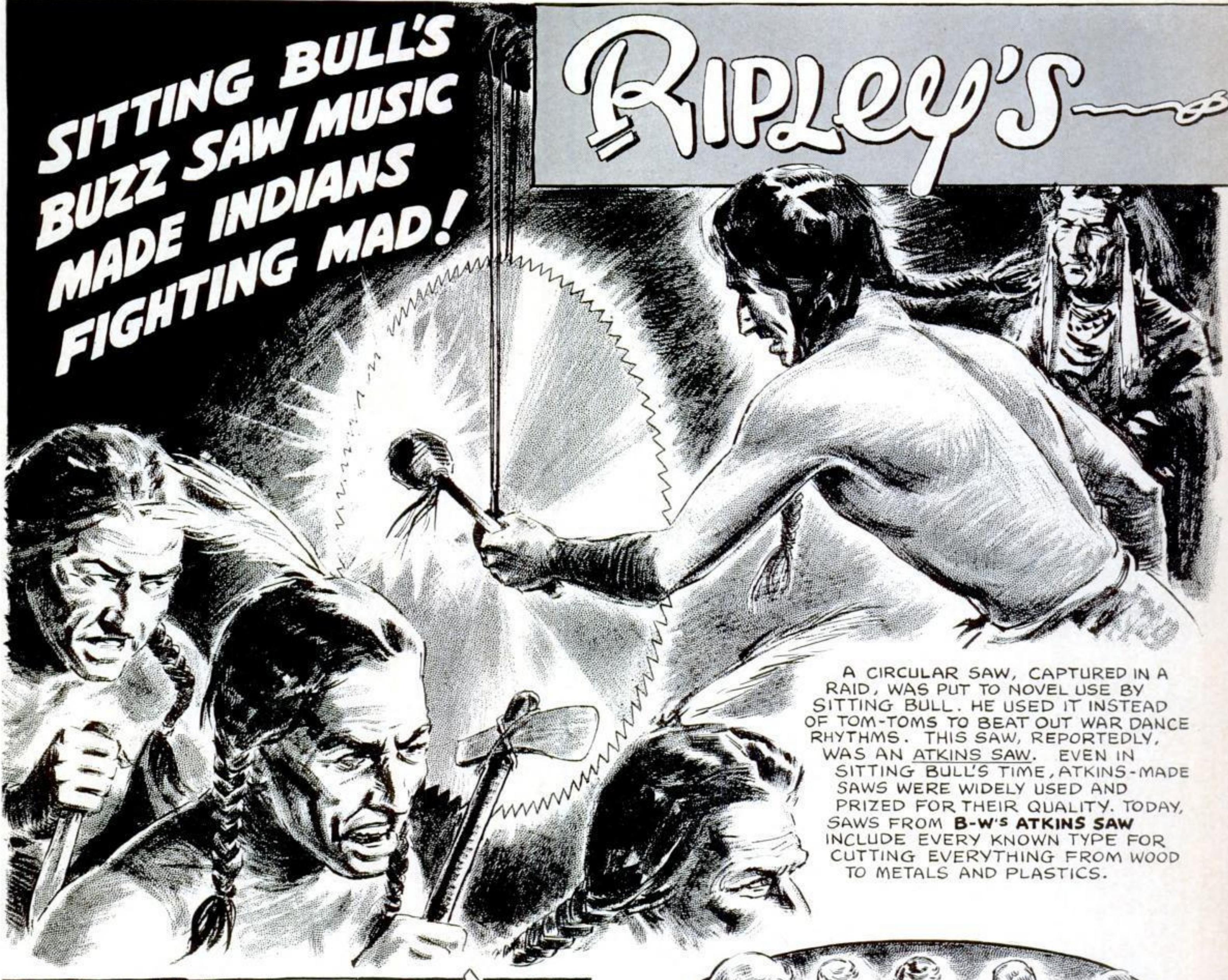


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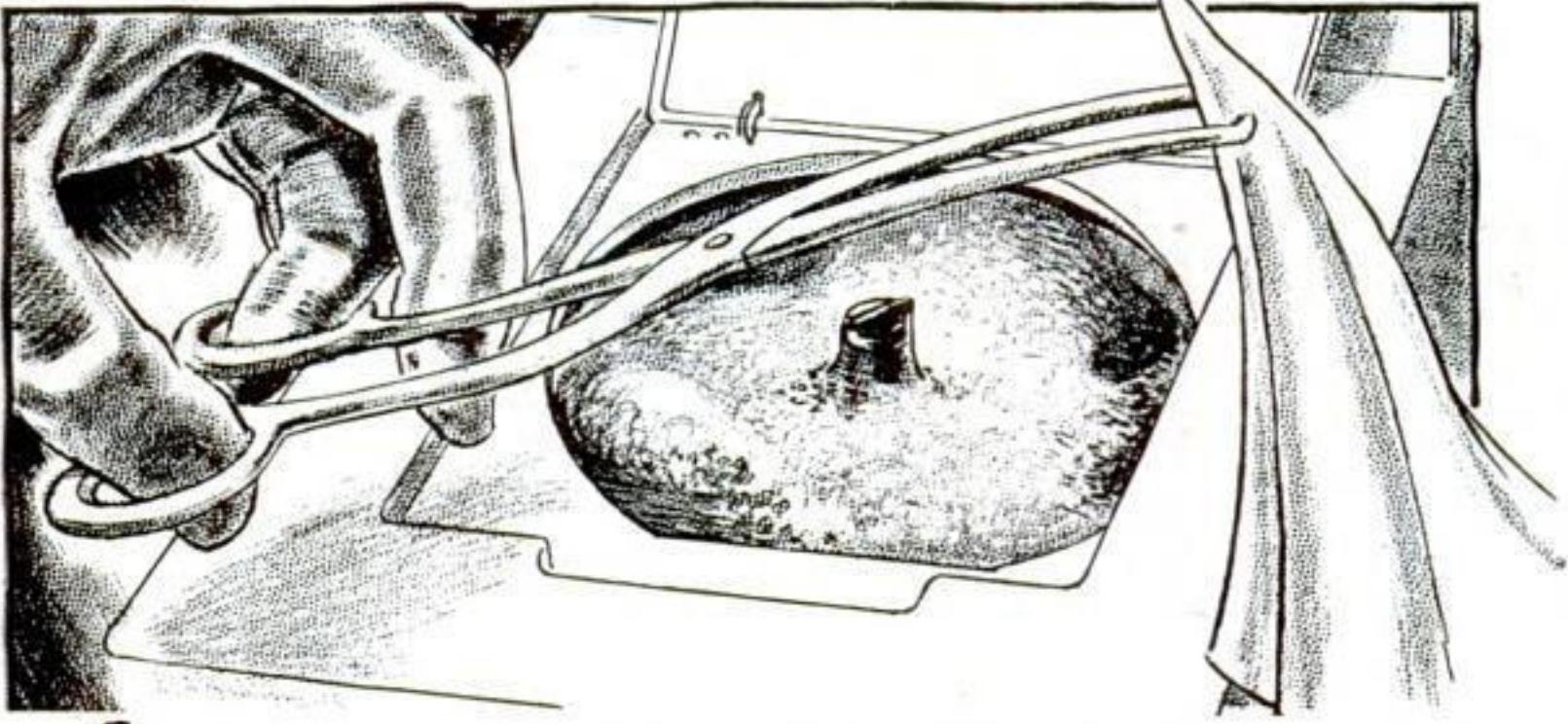
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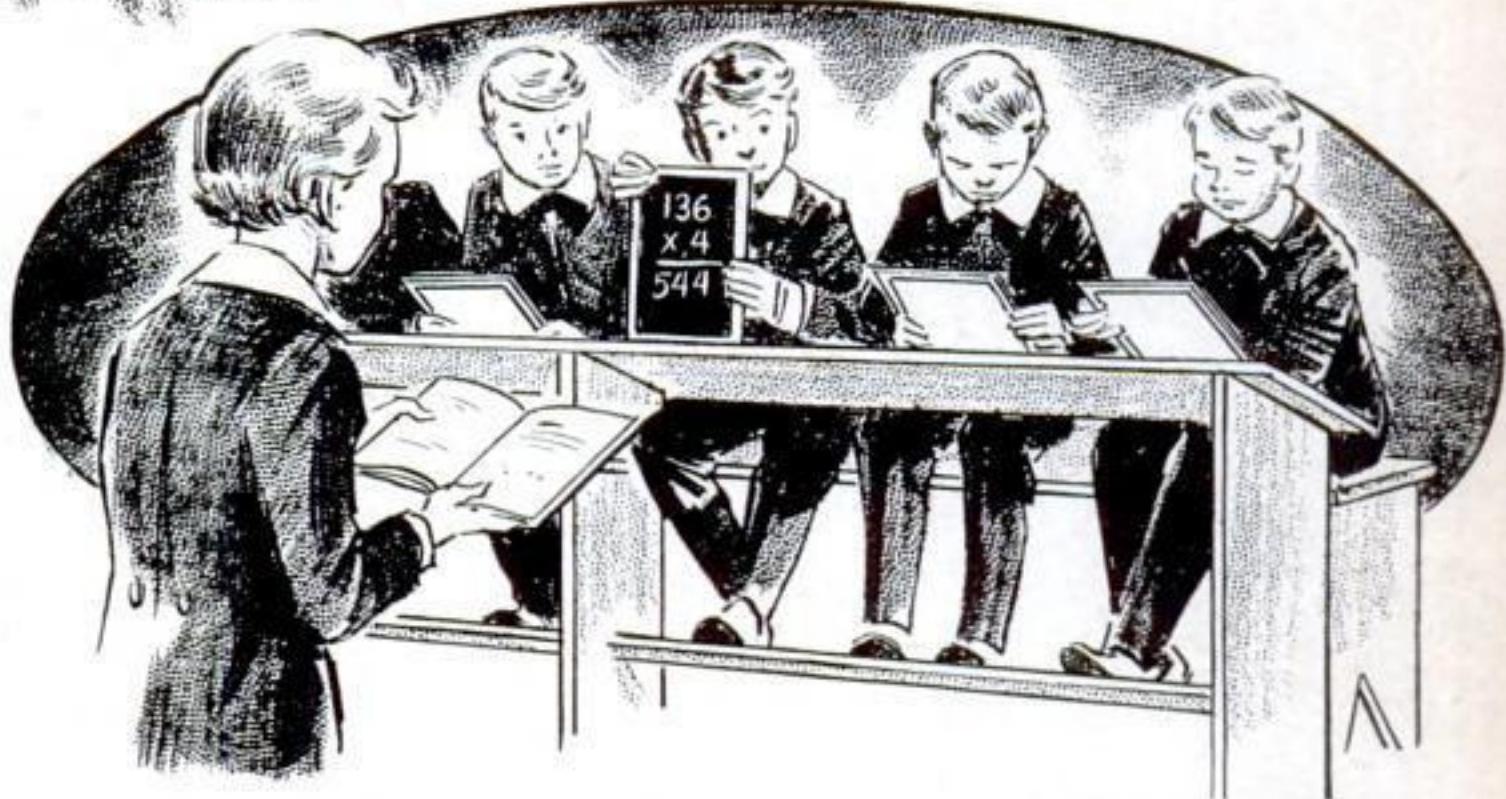
**Ripley's**

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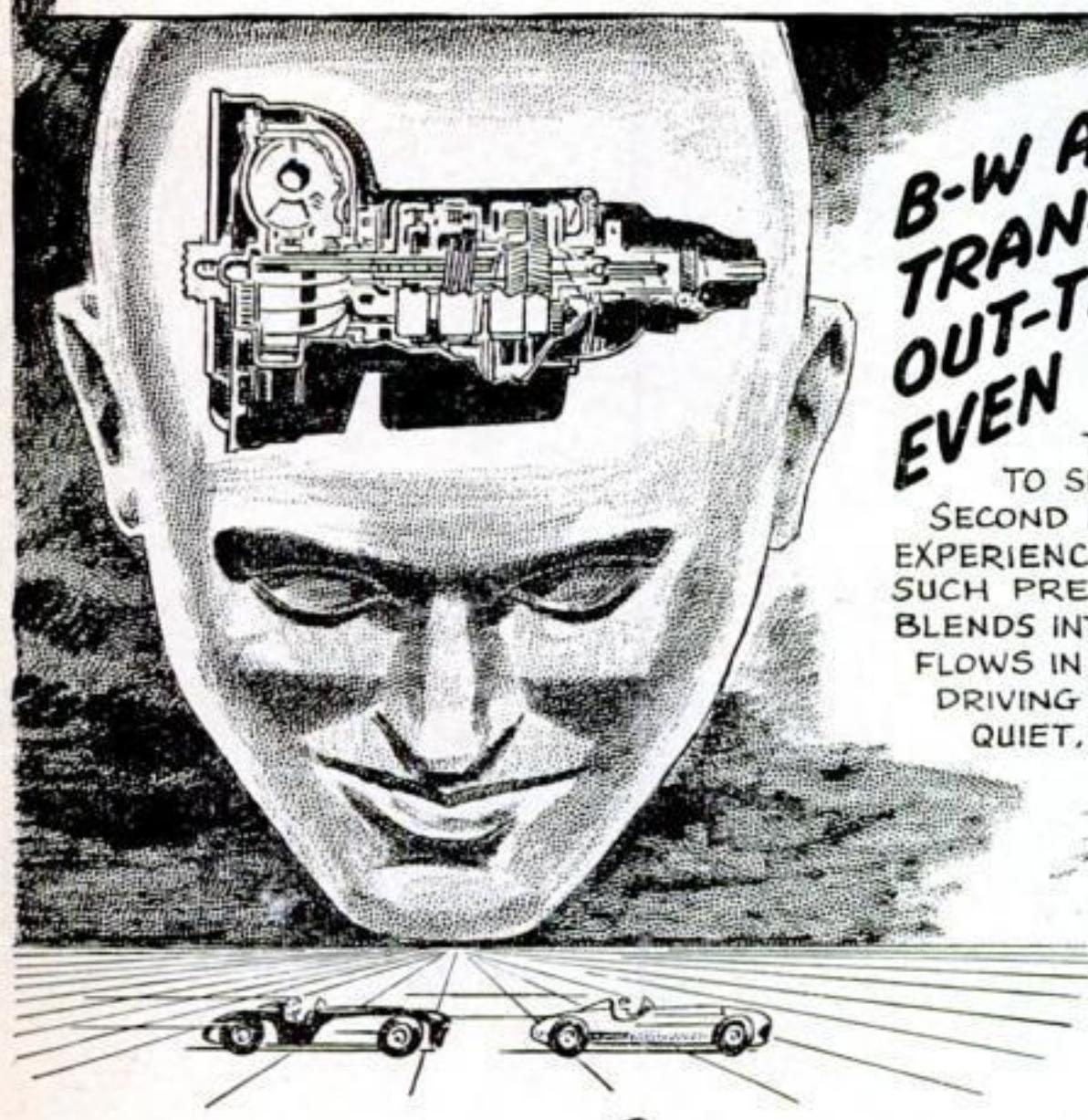
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**SWALLOWS UP FLOOD WATERS- OVER 2 MILLION GALLONS A MINUTE!**

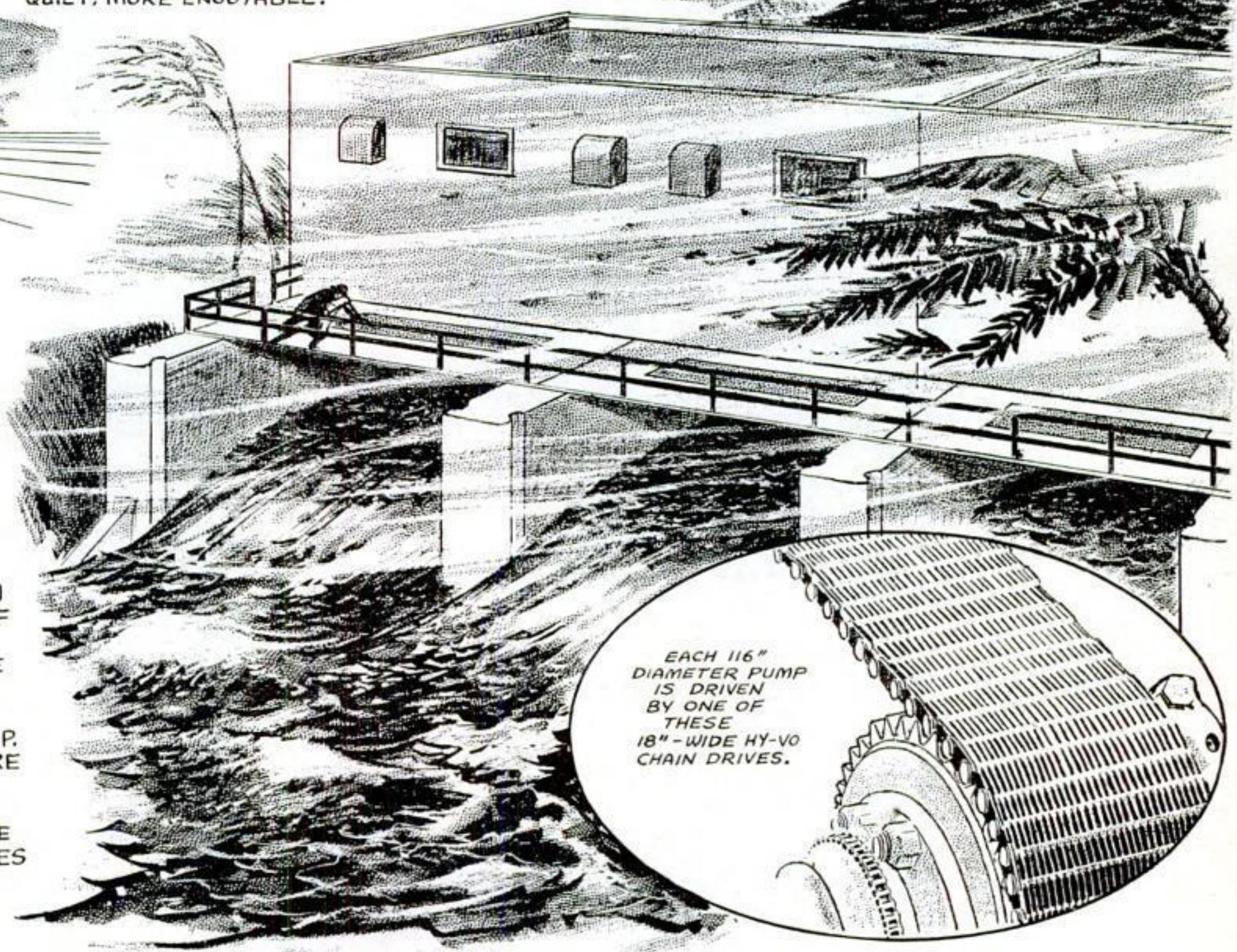
EVERGLADES TOWNS AND FARMS NOW HAVE NEW PROTECTION AGAINST FLOODS. BATTERIES OF HUGE PUMPS SUCK STORM WATERS FROM OVERLOADED WATERWAYS AT THE RATE OF 2,160,000 GALLONS EVERY 60 SECONDS, POUR IT INTO A STORAGE AREA. EACH PUMP IS DRIVEN BY A 1600 H.P. OPPOSED PISTON DIESEL ENGINE. TO INSURE UNFAILING SERVICE, THE POWER IS TRANSMITTED FROM ENGINES TO PUMPS BY SLIP-PROOF HY-VO\* CHAIN DRIVES, MADE BY B-W'S MORSE CHAIN. THESE ARE 3 TIMES AS STRONG AS REGULAR CHAIN DRIVES, YET 1/3 SMALLER.

\* REG. U.S. PAT. OFF.



**NEW "FLYING SHARK" SHARPENS GUNNERS' AIM!**

IT'S THE NEWEST REMOTE-CONTROL TARGET PLANE. BARING PAINTED TEETH, THIS LITTLE FIREBEE JET SO CLEVERLY DODGES FIGHTERS, MISSILES AND ACK-ACK THAT IT TAKES REAL SHOOTING TO HIT IT. TO FORCE JET FUEL INTO THE ENGINE DURING SONIC-SPEED MANEUVERS, A PRESSURE-LOADED FUEL PUMP FROM B-W'S PESCO IS USED. IT GIVES UNFALTERING FLOW EVEN IN UPSIDE-DOWN FLIGHT.



EACH 116" DIAMETER PUMP IS DRIVEN BY ONE OF THESE 18"-WIDE HY-VO CHAIN DRIVES.

These units form BORG-WARNER, Executive Offices, 310 S. Michigan Ave., Chicago: ATKINS SAW • BORG & BECK • BORG-WARNER INTERNATIONAL • BORG-WARNER SERVICE PARTS • CALUMET STEEL • DETROIT GEAR • FRANKLIN STEEL • HYDRALINE PRODUCTS • INGERSOLL PRODUCTS • INGERSOLL STEEL • LONG MANUFACTURING • LONG MANUFACTURING CO., LTD. • MARBON • MARVEL-SCHEBLER PRODUCTS • MECHANICS UNIVERSAL JOINT • MORSE CHAIN • MORSE CHAIN, LTD. • NORGE • PESCO PRODUCTS • REFLECTAL CORP. • ROCKFORD CLUTCH • SPRING DIVISION • WARNER AUTOMOTIVE PARTS • WARNER GEAR • WARNER GEAR CO., LTD. • WAUSAU • WESTON HYDRAULICS • WOOSTER DIVISION



WATCHING MOVIES OF THEMSELVES TAKEN AT THE 1939 PARTY, 1954 GUESTS SEEM AMUSED OR AGHAST

## *Life Goes to the Same Party, 15 Years Later*

### BIRTHDAY HOST REUNITES CHILDHOOD GANG

In 1939, to celebrate his 5th birthday, Hal Belknap of Norman, Okla. gave a party for 22 of his young friends, and a photographer took a picture of the wide-eyed youngsters. Every five years after that Hal has celebrated his birthday by inviting back to a party the same childhood friends and having a new picture made of the rapidly aging faces of the old gang.

Last month, when Hal held a party for his 20th birthday, all but five of the original guests were on hand for an evening of reminiscent fun. But this reunion is likely to be the last. The old gang is breaking up and moving away. Hal, now a student at Oklahoma University, illustrated one of the reasons when he introduced a surprise guest of the evening (p. 102).



AT FIRST PARTY on Hal Belknap's 5th birthday in 1939, guests pose with Hal 3 in the Belknap home on Miller Street. The numbers on the 22 guests identify those who appear in pictures made at the party



AT 1954 PARTY for Hal's 20th birthday, guests assume the same gestures they displayed in 1939. The setting is living room of Belknap's new home on Elmwood Street, which family moved into last year.



reunion 10 years later (right) and 15 years later (below). Hal's birthday is Dec. 13, but Christmas tree was put up early for the party. Entertainment for the children included a neighbor with a pet skunk.



**AT 1949 PARTY** on Hal's 15th birthday, guests, now self-conscious teenagers, gather in same living room. Six of the original 22 guests, for one reason or another, did not attend. Four newcomers, who were

not in first picture, are shown here without numbers. The party itself consisted of a dance held from 8 to 10:30 in a local hotel ballroom. Bill Thompson 4 was killed in an auto-train wreck two days later.



Of the original 23, the 18 shown here are: Patsy Lou Meyer 1; Hal Belknap 3; his sister Kay 6; Peggy Corbett 7; Marian Smith Thompson 8; Paul Keen 9; Phil Kendall 10; Gordon Willard 11; Lawrence

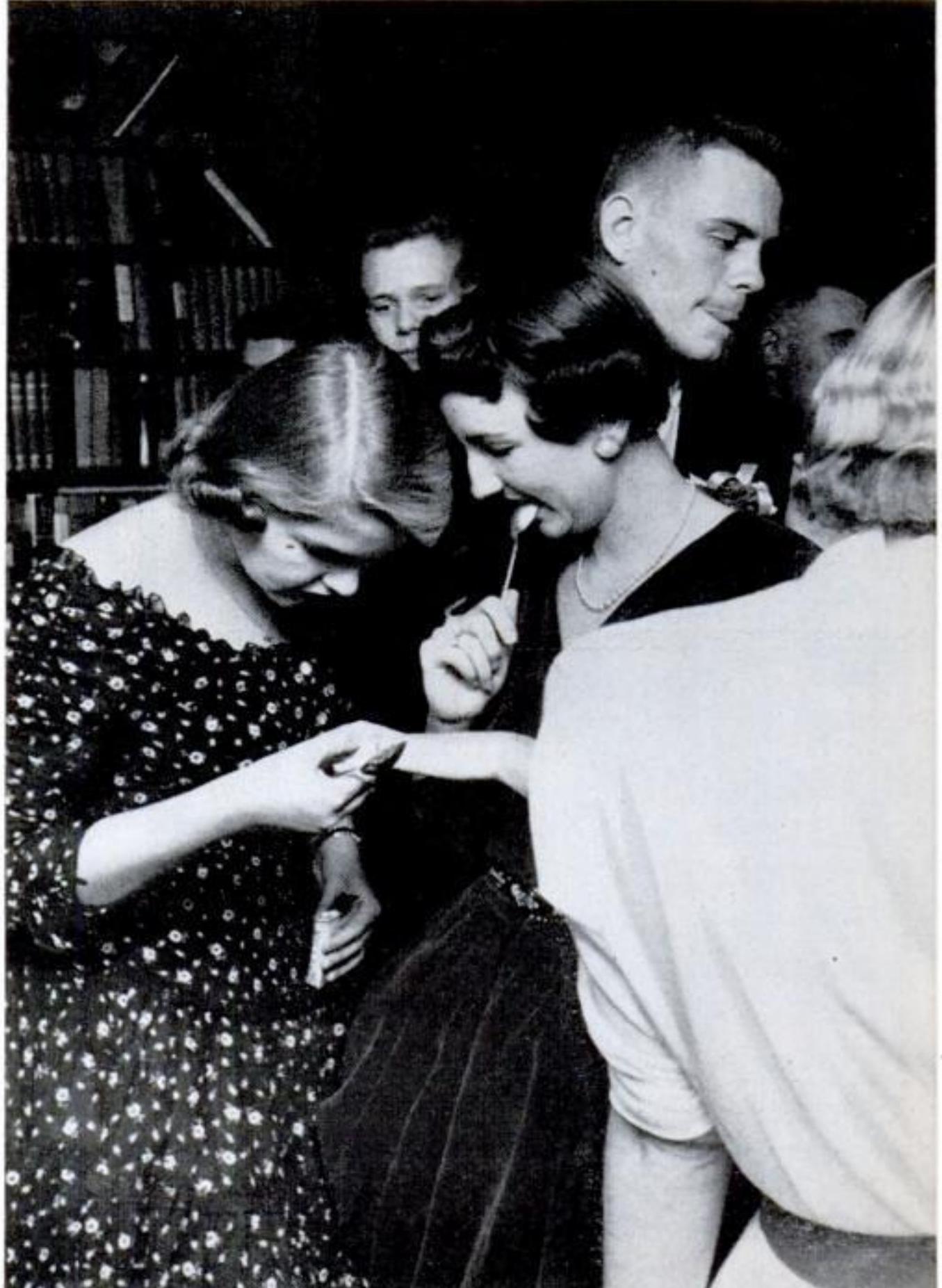
Morgan 13 (in 1939 hidden by No. 12); Marvin Morrison 14; Jane Bienfang 16; Virginia Smith Hobaugh 17; Mike Hughes 18; Delores Burkett Bradfield 19; Fred Haxel 20; Shirley Hughes 21; John

Keith 22; George Wiley 23. Not shown are others who appeared in 1939 picture. J. D. Mills 2 is with Marines in Korea. Sonny McNeil 5, John van Lear 12 and Jack Rudolph 15 no longer live in Norman.

## Birthday Party CONTINUED



**BLOWING OUT CANDLES** on his birthday cake, Hal is serenaded by the guests. Hal, who blushes easily, was embarrassed by the songs in his honor.



**HAL'S FIANCÉE**, Anne Boyle, shows engagement ring to Shirley Hughes. Anne met Hal at Oklahoma University and they will be married in the fall.

# AMERICANS EVERYWHERE NO LONGER SUFFER when Acid Indigestion Strikes



Last Year nearly TWO BILLION TUMS... Instant on-the-spot Relief  
...sent Distressed People Happily on Their Way

For millions of Americans the simple secret of carrying TUMS as faithfully as they carry their keys—has meant the end of discomfort from acid indigestion, heartburn.

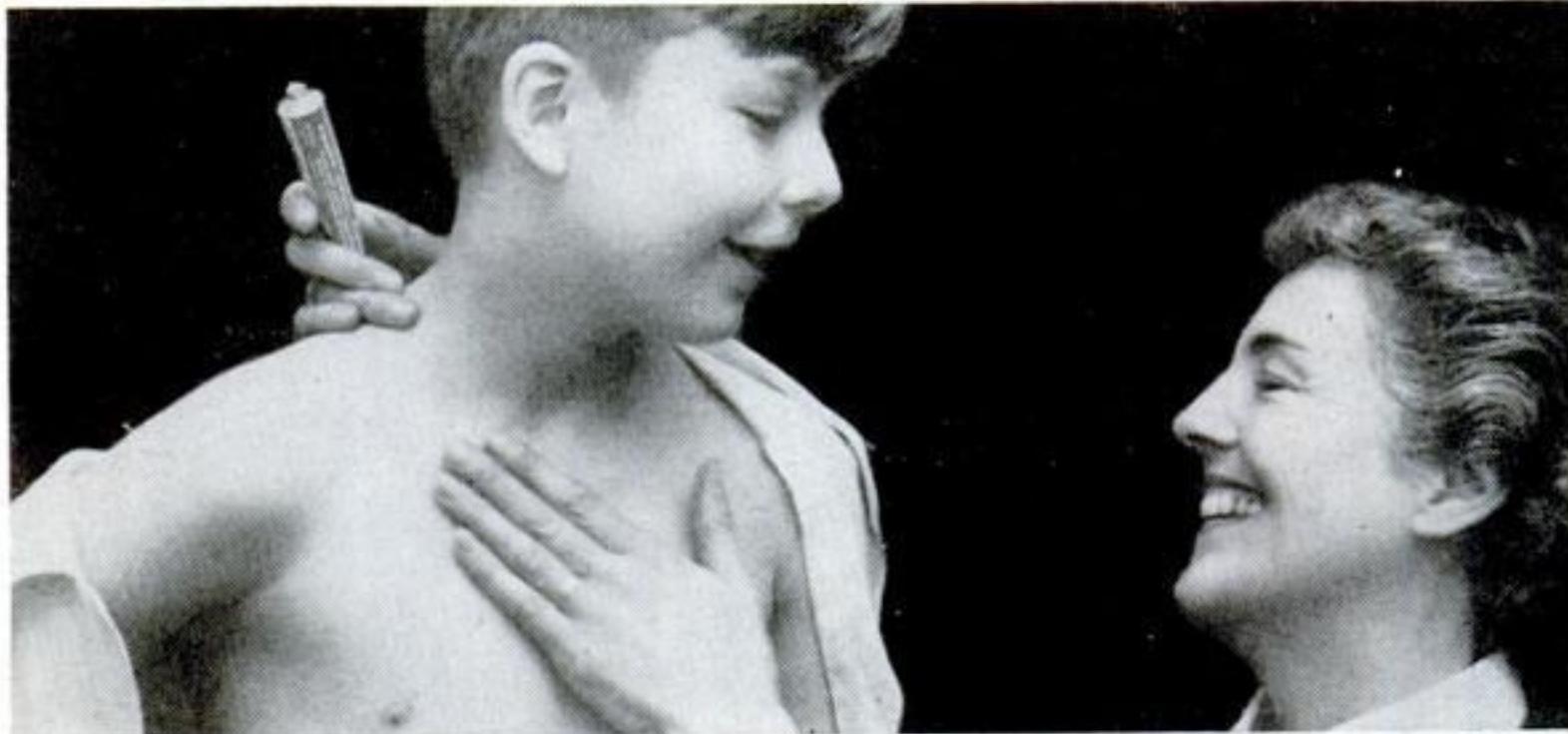
At the first sign of sour stomach—just pop tasty TUMS in your mouth like

candy mints. Instantly, excess acid is neutralized without acid rebound. Heartburn, acid indigestion fade away. TUMS are only 10¢ a roll and you could not buy safer, quicker, more wonderful relief even for a ten dollar bill. Always carry TUMS.



People all over the Nation carry Tums as faithfully as they carry their Keys!

## TUMS *for the Tummy*



*Massage into skin . . . see it penetrate!*

## DEEP HEAT FROM NEW MENTHOLATUM RUB —gets right to where it hurts!

Rub in . . . it starts bringing relief from pain of arthritis, rheumatism and chest colds in just 30 seconds!

Right before your eyes this new DEEP HEAT rub disappears into your skin! Just massage new Mentholatum Rub on the spot that's sore. Feel its DEEP HEAT start to work. See how quickly you feel a warming glow. Soon that nagging arthritic, rheumatic pain and tingle are gone!

### Extra-Deep Penetrating Power

New Mentholatum Rub's formula includes the latest discoveries for pain relief . . . plus Silitex M3 . . . a combination of ingredients that offer extra deep

penetrating power. Mentholatum Rub contains menthol and lanolin—brings wonderful comfort to swollen, burning feet. Get new Mentholatum Rub today.

### For head colds, skin ailments, use Regular Mentholatum

For a head cold, spread regular Mentholatum inside each nostril. Its medicated vapors cool and soothe irritated membranes, lessen congestion. Fine for chapped skin and lips, too.



# NEWLY DISCOVERED PROCESS MAY REVOLUTIONIZE CARPET INDUSTRY

## Pioneering Firth Carpet Company invents new "tuftwoven\*" method

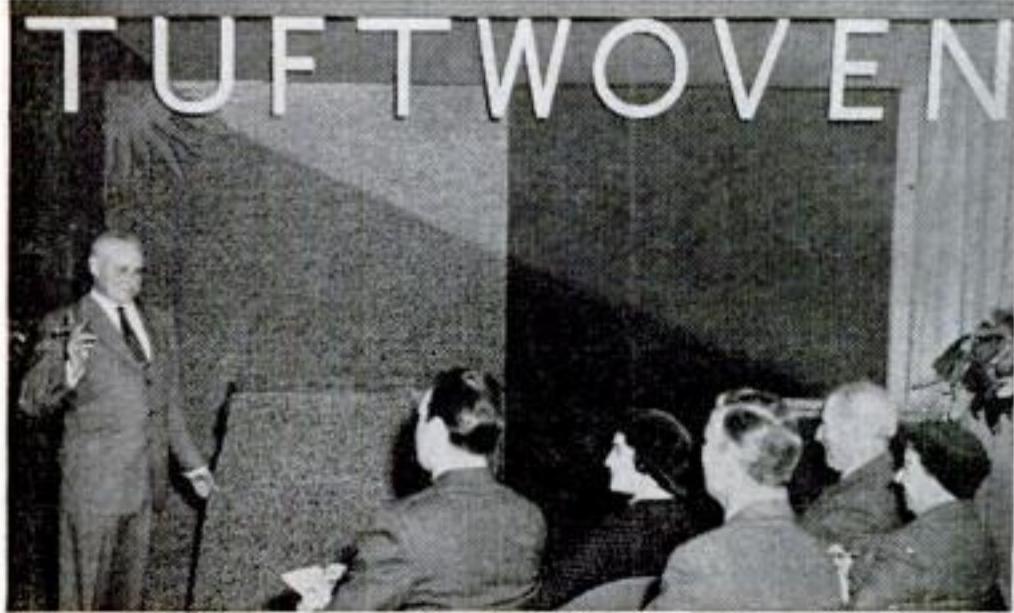
In the past several years, with most of the family income going into TV sets, deep freezers, and bigger and better new cars, carpeting had become the postponed purchase. In recent months, though, a new carpet-making process has been revolutionizing the industry and may well put luxury carpeting within the reach of more families than ever before. It appears to be the best solution yet to one of the housewife's major woes: how to have her carpet and afford it too.

The new manufacturing process, called "TUFTWOVEN" and invented by The Firth Carpet Company, has already been hailed by stylists and dealers alike as the most important carpeting development in years. Speaking at a press interview recently, Harold E. Wadely, leading carpet authority and Firth's highly technical as well as highly style-conscious president, had this to say about "TUFTWOVEN":

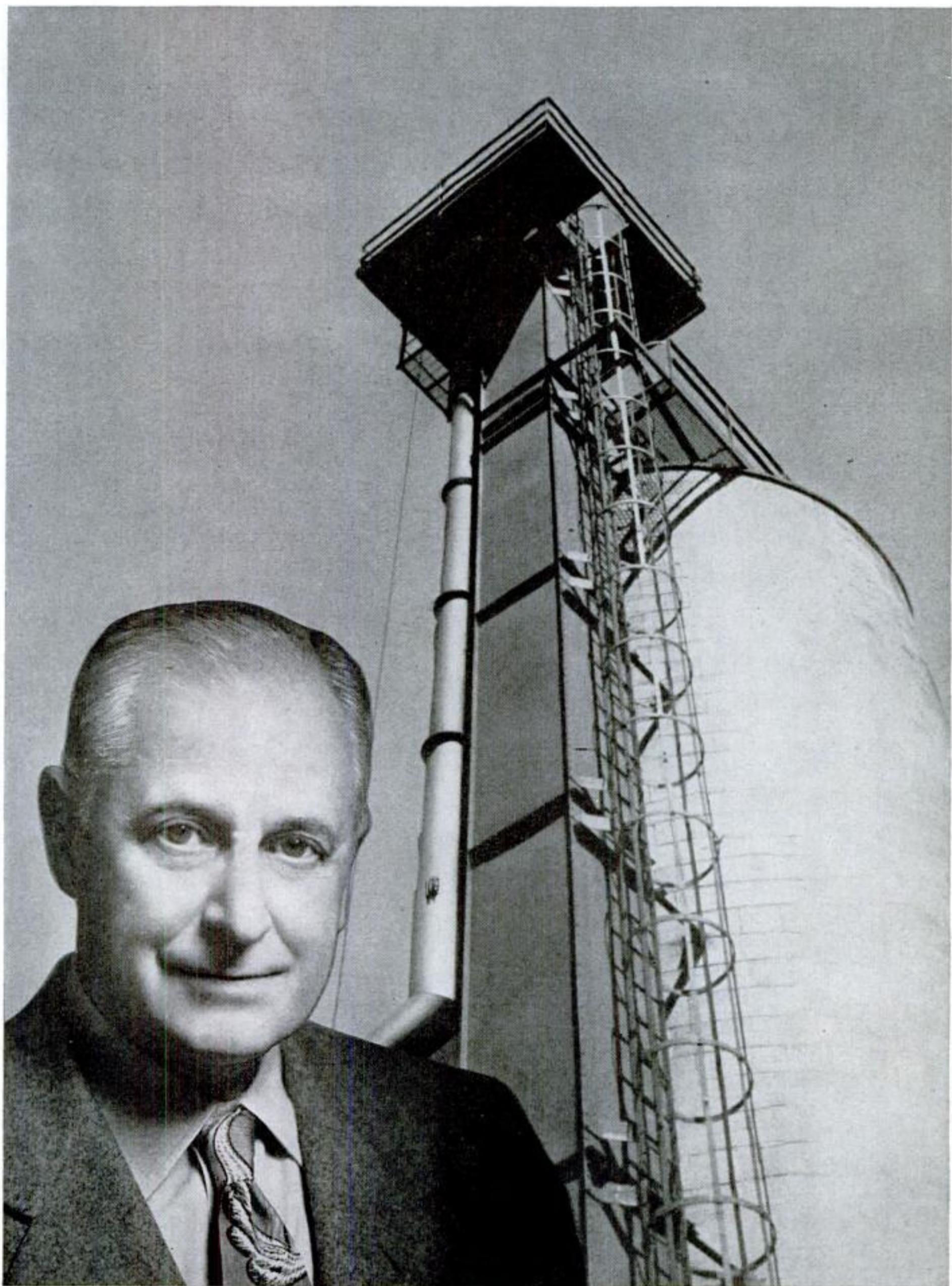
"At the end of the war, when extensive consumer research again became possible, it was obvious to us that what the public wanted—and was waiting for—was high quality all wool carpet at a low-budget price. How to produce it was another matter. One way to cut cost would have been the use of substitute materials—but it would also have cut quality and, to us, was no solution at all. The economy would have to be found in the manufacturing process itself. After several years of research and unending experiments, we finally perfected "TUFTWOVEN" and knew we'd found the answer. So apparently did the public. When "Sun Tweed", the first "TUFTWOVEN" carpet was introduced, it was such an instantaneous success that we had to concentrate all our efforts to increase "TUFTWOVEN" production fast enough for our mills to meet the demand."

Mr. Wadely was, of course, unwilling to reveal the closely guarded secret of "TUFTWOVEN" in view of the highly competitive nature of the carpet industry. He emphasized, however, that "TUFTWOVEN" should not be confused with the unsuccessful imitative processes which have somewhat similar names and pointed out that "TUFTWOVEN" is a revolutionary technique, the result of years of technological ex-

\*trademark



FIRTH "TUFTWOVEN" CARPETS being unveiled to a group of carpet and home furnishings authorities.



**HAROLD E. WADELY**, President of The Firth Carpet Company and leader in development of "tuftwoven", poses outside one of the Firth mills. Photos of secret "tuftwoven" machinery not permitted.

perimentation with hundreds of new methods.

The advantages of Firth's new "TUFTWOVEN" carpets, however, are immediately obvious even to the most unscientific customer. Styling, coloring, and exciting new textures are made possible by "TUFTWOVEN" which had been found only in far more expensive floorcoverings. "Sun Tweed", the first "TUFTWOVEN" carpet was as revolutionary in coloring as it was in construction, bringing a fresh new outdoor look into the home. Other "TUFTWOVEN" carpets have interesting new tweed effects. And "Algiers", one of the newest, comes in a range of decorator colorings that would previously have meant custom dyeing. Ten different "TUFTWOVEN" carpets can now be seen at specially authorized "TUFTWOVEN" stores—and this, according to Firth, is only a preview of the exciting effects made possible by the new "TUFTWOVEN" process.

Further good news to the homemaker is the beautiful way "TUFTWOVEN" carpets behave. Easy to clean, slow to show soil, and made to take rugged family wear—they're also exceptionally easy to install since the heavy, flexible rubberized backing prevents ravelling or slipping on the floor. For these reasons, along with their luxurious beauty and thrifty price, "TUFTWOVEN" carpets may well change the carpet-buying habits of the U. S.

"The consumer," Mr. Wadely stated, "can now purchase with complete confidence that carpet she's wanted so long—for with "TUFTWOVEN" she can be sure she has made the wisest, thriftiest choice. Dollar-for-dollar she will be getting more real carpet value than she's ever been offered before."

For more information on revolutionary "TUFTWOVEN" write:  
**THE FIRTH CARPET COMPANY**  
295 FIFTH AVENUE, NEW YORK 16, N.Y.



## SPLICED EAGLE ON ICE

To raise money for France's abandoned children much of international and titled society in Paris turned up at a Champs-Elysées skating club last month to perform in or watch historical winter tableaux. Those actors who dared appeared on skates while the timid took to

sleighs in such pantomimes as Catherine the Great crossing the frozen Neva. For many of the displaced Russian nobility the most stirring figure on the ice was provided by a French count and an Argentine artist as the two beaks and dark wings of old Russia's imperial eagle.

# The track was fast on Rome's Appian Way

**1** "We gave history a run for its money the day I was challenged to a chariot race," writes Gordon Howard, an American friend of Canadian Club. "I'd claimed those ancient races were tame. To prove me wrong, my lavish host arranged a race, with costumes and chariots borrowed from a movie studio. Feeling like Ben Hur, I was sure of victory as my driver and I, well in the lead, hurtled past an ancient aqueduct. But we were riding for a fall. For suddenly . . .



**2** "A wheel came off! Without warning, our two-wheeler nearly spilled us into the dust. A costumed spectator helped us get the wheel back on, but the delay cost us the race. Arriving at the finish line, we felt like the last of Caesar's legions."

**5** "'All roads lead to Rome,' they used to say; 'All roads lead to Canadian Club' would be more like it today. I find my favorite whisky a favorite everywhere."

Why this whisky's worldwide popularity? Canadian Club is *light* as scotch, *rich* as rye, *satisfying* as bourbon.

**3** "A laurel wreath was the winner's prize and it was yours truly, regal in a crimson toga, who placed the wreath on his head. The winning chariot had covered the ten-furlong course in 3 minutes, 50 seconds. Only 19 miles per hour, but in a clattering chariot that's like the speed of sound!"

Yet it has a distinctive flavor and a character that is all its own. You can stay with Canadian Club all evening long . . . in cocktails before dinner and tall ones afterward. There is *one* and *only one* Canadian Club, and *no other* whisky tastes quite like it in all the world.

**4** "I did as the Romans do that afternoon and relaxed. At the Cassina Valadier, the waiter brought forth a twentieth century prize—a bottle of Canadian Club!"

**IN 87 LANDS . . . THE BEST IN THE HOUSE**  
**"Canadian Club"**  
IMPORTED WHISKY • MADE BY HIRAM WALKER  
IMPORTED IN BOTTLE FROM CANADA BY HIRAM WALKER IMPORTERS INC., DETROIT, MICH. BLENDED CANADIAN WHISKY.



Now! A filter cigarette that's fun to smoke!

# WINSTON

tastes good—like a cigarette should!



WINSTONS are  
so easy-drawing!

There's no effort to puff!  
Winston's finer filter lets  
Winston's finer flavor come  
clean through to you. The full,  
rich flavor is all yours to enjoy!

R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

■ Smokers who go for flavor are sure going for Winston! It's the filter cigarette that really *tastes* like a cigarette. It's the filter cigarette that's *fun* to smoke!

New, king-size Winstons are easy-drawing, too! Winston's finer filter works so effectively, yet doesn't flatten the flavor. The full, rich, tobacco flavor comes through to you easily and smoothly.

Try Winstons! They taste good — like a cigarette should!

FINER  
FILTER!

FINER  
FLAVOR!

KING SIZE,  
TOO!



Smoke **WINSTON** the easy-drawing filter cigarette!